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UPTOWNDALLAS.NET

**UPTOWN
DALLAS INC.**
25

YEAR CELEBRATION

UPTOWN

SPONSORSHIP PACKAGE | 2018

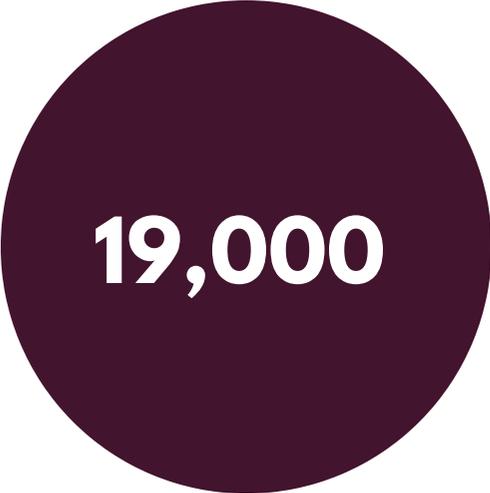
ABOUT UPTOWN DALLAS INC.



Uptown, Dallas continues to be the economic engine that drives Dallas forward and Uptown Dallas Inc. (UDI) is the public improvement district (PID) that manages and enhances the public realm. Uptown Dallas, Inc. is funded by special assessments paid for and voted on by property owners. In 1993, Uptown Dallas, Inc. was established thus creating Dallas' first live-work-play community.

These assessment dollars have paid for the management and enhancement of public safety and security, the design and construction of public infrastructure improvements, and the maintenance of common areas. These are the many reasons Uptown continues to be one of the most beautiful and desirable places in all of Dallas.

UPTOWN DEMOGRAPHICS



19,000

TOTAL
POPULATION



25-34

RESIDENT
AVERAGE AGE



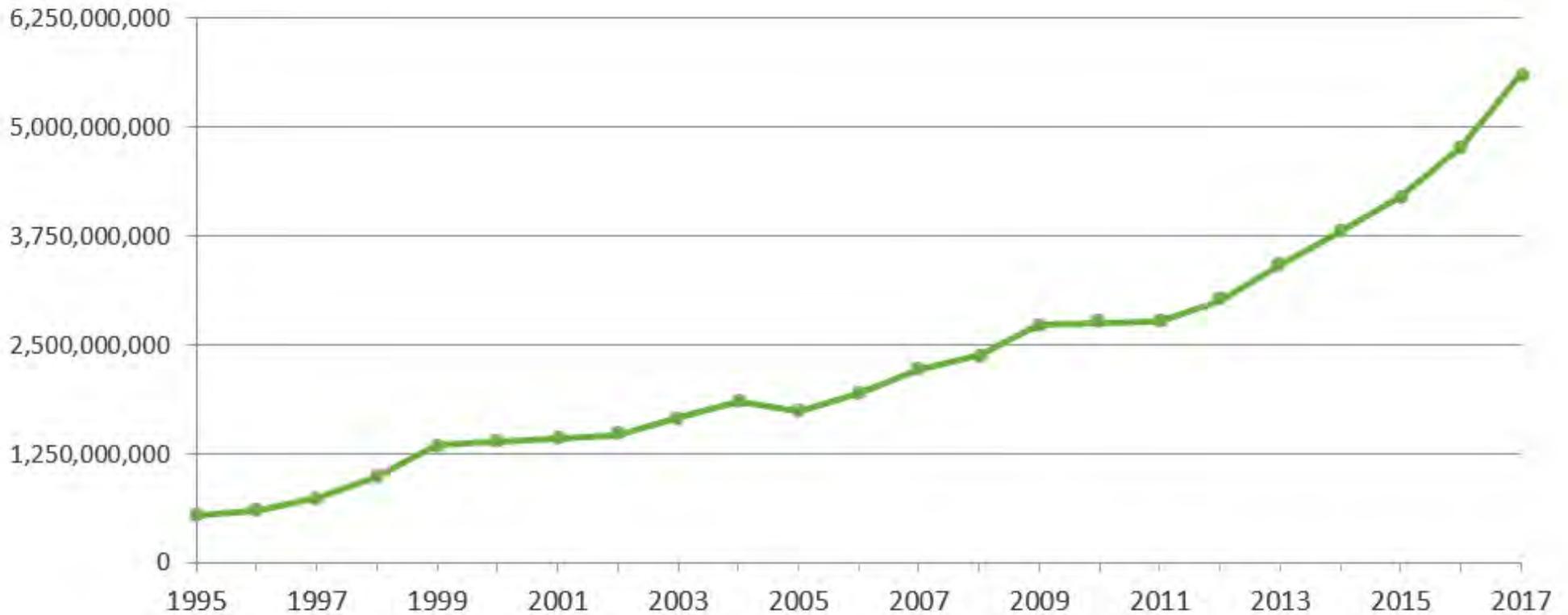
\$89,028

MEDIAN
INCOME

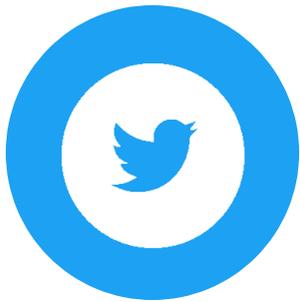
UPTOWN TAX PROPERTY VALUE

1995: \$525 Million

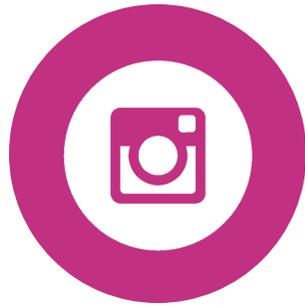
2017: \$5.5 Billion



UPTOWN SOCIAL SNAPSHOT



TWITTER
FOLLOWERS:
67K +



INSTAGRAM
FOLLOWERS:
34K +



FACEBOOK
LIKES:
12K +



NEWSLETTER
SUBSCRIBERS:
9K +



WEBSITE
VIEWS/MO:
25K +

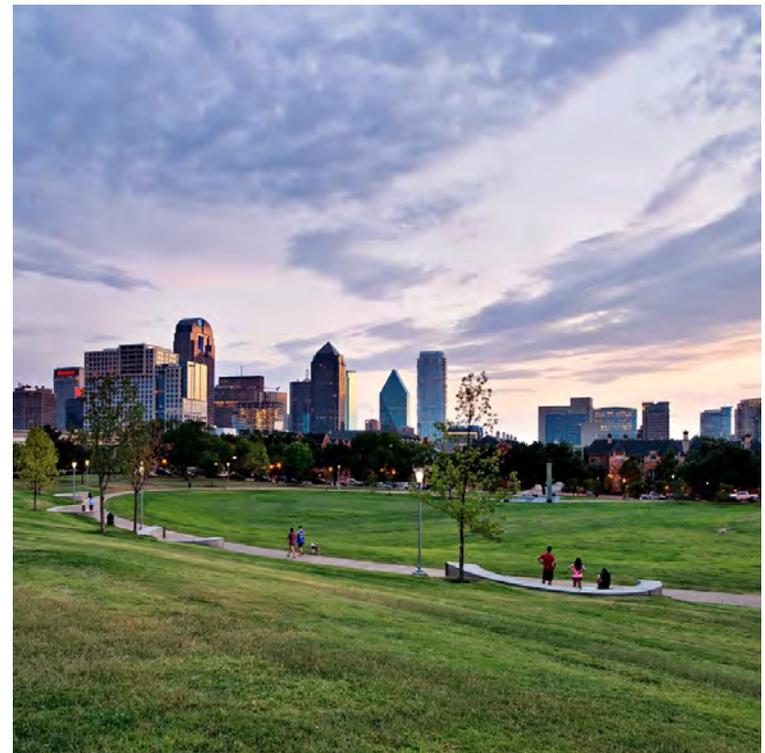
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UPTOWN MOVIES IN THE PARK

EVERY THURSDAY IN SEPTEMBER | GRIGGS PARK | 8 PM

Movies in the Park is a free community event. Guests are encouraged to bring lawn chairs, blankets, and a picnic basket to enjoy a relaxing night under the stars with family and friends. The park with vibrant Downtown skyline views is the backdrop for a perfect night.

2018 Attendance: 300-500 each night
(estimated)



SILVER (\$1,000)

1. Logo on event website listing
2. Verbal recognition at event
3. Name in all event-related social media mentions
4. Logo on static screen image prior to

GOLD (\$3,000)

1. Logo on event website listing
2. Verbal recognition at event
3. Name in all event-related social media mentions
4. Logo on static screen image prior to
5. Opportunity to distribute collateral/ branded items at event
5. Logo on all digital and print advertisements
6. One advertisement in UDI e-newsletter

PLATINUM (\$5,000)

1. Logo on event website listing
2. Verbal recognition at event
3. Name in all event-related social media mentions
4. Logo on static screen image prior to
5. Opportunity to distribute collateral/ branded items at event
6. Logo on all digital and print advertisements
7. One advertisement in UDI e-newsletter
8. Logo on park banner month before event
9. Sponsorship spotlight on UDI website-two week run.

MOVIES IN THE PARK OPPORTUNITIES

UPTOWN KIDDO'S CARNIVAL

SATURDAY, SEPTEMBER 15 | 9 AM- 12 PM
GRIGGS PARK

The 3rd Annual Uptown Kiddo's Carnival is a free family-friendly event in Griggs Park to kick off the new school year. Kids of all ages can spend a Saturday morning enjoying carnival games, train rides, magic, music, face paint, balloon artists, food, and more. Bring the whole family to the largest kid-focused event in Uptown, Dallas. You won't want to miss out!

2018 Attendance: 400 (estimated)



SILVER (\$1,000)

1. Logo on event website listing
2. Verbal recognition at event
3. Name in all event-related social media mentions
4. Logo on all digital and print advertisements

GOLD (\$2,000)

1. Logo on event website listing
2. Verbal recognition at event
3. Name in all event-related social media mentions
4. Logo on all digital and print advertisements
5. Opportunity to have promotional booth on site

PLATINUM (\$3,000)

1. Logo on event website listing
2. Verbal recognition at event
3. Name in all event-related social media mentions
4. Logo on all digital and print advertisements
5. Opportunity to have promotional booth on site
6. Logo on photo booth picture print-outs
7. Logo on park banner month before event
8. One advertisement in UDI e-newsletter
9. Sponsorship spotlight on UDI website- two week run

KIDDO'S CARNIVAL OPPORTUNITIES

UPTOWN 25TH BIRTHDAY BLOCK PARTY

THURSDAY, OCTOBER 18 | 6 -11 PM
GRIGGS PARK

The 3rd Annual Uptown Block Party celebrates our vibrant neighborhood with a free concert in Griggs Park. Join us for a night of dancing, food trucks, beverages, and more. An opening performance will kick off the night, followed by popular rock band Bowling for Soup. With popular hits like the "Girl All The Bad Guys Want," "1985," and "Stacy's Mom," this Block Party bash will be the biggest event of the year.

2018 Attendance: 2000 (estimated)



SILVER (\$2,500)

1. Logo on event website
2. Verbal recognition at event
3. Name in all event-related social media mentions
4. Logo on all digital and print advertisements

GOLD (\$5,000)

1. Logo on event website
2. Verbal recognition at event
3. Name in all event-related social media mentions
4. Logo on all digital and print advertisements
5. Opportunity to have promotional booth on site
6. One advertisement in UDI e-newsletter

PLATINUM (\$10,000)

1. Logo on event website
2. Verbal recognition at event
3. Name in all event-related social media mentions
4. Logo on all digital and print advertisements
5. Opportunity to have promotional booth on site
6. Logo displayed on stage banners
7. Logo on welcome signage at event entrances
8. VIP tent access (food & drink provided)
9. Logo on park banner month before event
10. One advertisement in UDI e-newsletter
11. Sponsorship spotlight on UDI website-two week run
12. Option to have a speaking opportunity before headliner comes on stage

BLOCK PARTY OPPORTUNITIES

UPTOWN SIGNATURE DINNER

UPTOWN
DALLAS INC.
25
YEAR CELEBRATION

THURSDAY, NOVEMBER 8 | 6 -10 PM

ONE MCKINNEY PLAZA | 3232 MCKINNEY AVE

The Uptown Signature Dinner is the premiere, formal event to celebrate Uptown's 25th Anniversary with a "bang". The night will include dinner, cocktails, and live entertainment.

Keynote speaker, Matt Britton is the Author of the Best Selling Book "YouthNation" and the CEO at Suzy. Matt is America's leading expert on the millennial generation having consulted for over half of the Fortune 500 over the past two decades.

2018 Attendance: 400 (estimated)



Matt Britton

CORPORATE TABLE (\$1,000/ 25 PACKAGES)

1. Reserved table for 10 with company name
2. Logo listed in program book
3. Name listed on slideshow during seating
4. Complimentary attendee registrations (10)

PLATINUM (\$5,000/ 5 PACKAGES)

1. Logo listed in program book
2. Logo listed on slideshow during seating
3. Reserved table with name for (10)
4. Verbal recognition at event
5. Logo on all digital and print event advertisements
6. Logo on all day-of event signage
7. Opportunity to distribute collateral/ branded items at event

***SEATING IS LIMITED. TICKETS WILL GO ON SALE TO THE PUBLIC IN SEPTEMBER.**

SIGNATURE DINNER OPPORTUNITIES

BUNDLE PACKAGE OPTION 1

Silver Level Sponsor of all 2018 Events – \$5,500

**This provides a \$1,000 savings.*

BUNDLE PACKAGE OPTION 2

Gold Level Sponsor of all 2018 Events – \$13,000

**This provides a \$2,000 savings.*

BUNDLE PACKAGE OPTION 3

Platinum Level Sponsor of all 2018 Events – \$25,000

**This provides a \$3,000 savings.*



UPTOWN BUNDLE PACKAGES