



Growing Together



Life in Uptown

UPTOWN DALLAS INC

2025 EVENT SPONSORSHIP

EVENT CALENDAR BREAKDOWN

MARCH

LET'S TALK UPTOWN (Q1)

Wednesday, March 26th from 5:30pm to 7pm

APRIL

MOVIES IN THE PARK (SPRING SERIES)

April 1st, 8th, 15th, and 22nd, movie starts at sundown

MAY

PILATES IN THE PARK

Every Saturday morning in May, class is from 9am to 10am

HERO FEST

Saturday, May 10th from 10am to 1pm

ANNUAL MEETING

Thursday May 22nd from 5:30pm to 7pm

JUNE

LET'S TALK UPTOWN (Q2)

Wednesday, June 25th from 5:30pm to 7pm

SEPTEMBER

YOGA IN THE PARK

Every Saturday morning in September, class is from 9am to 10am

LET'S TALK UPTOWN (Q3)

Wednesday, September 24th from 5:30pm to 7pm

OCTOBER

BLOCK PARTY

Wednesday, October 1st from 6pm to 10pm

MOVIES IN THE PARK (FALL SERIES)

October 7th, 14th, 21st, and 28th, movie starts at sundown

DECEMBER

LIGHT UP UPTOWN: HOLIDAY TREE LIGHTING

Wednesday, December 3rd from 6pm to 9pm

LET'S TALK UPTOWN (Q4)

Wednesday, December 10th from 5:30pm to 7:30pm

LET'S TALK UPTOWN

50 TO 100 GUESTS | QUARTERLY TOWN HALL

March 26th | June 25th | September 24th | December 10th

Each quarter, Uptown Dallas Inc hosts a dynamic townhall-style discussion on engaging topics that matter most to our community. From exciting new developments in Uptown to navigating life as a young professional in the district—and everything in between—no subject is off the table. Set in a relaxed happy hour atmosphere, this event is the perfect opportunity for attendees to connect with like-minded professionals, expand their networks, and gain valuable insights from a panel of distinguished industry leaders.

KEY DEMOGRAPHICS

Young professionals, business leaders, and community-minded individuals in Uptown Dallas seeking networking opportunities and insights on local trends and developments.

2025 TOPICS

- » The Renewal Year: What's Ahead for Uptown
- » The Year of Public Safety
- » Growing Your Business in Uptown Dallas
- » The Future of Uptown Real Estate – For Buyers and Renters

SPONSORSHIPS AVAILABLE

LTU PRESENTING SPONSOR: \$5,000

- » Co-branding for the entire series
- » Linked logo on the Uptown Dallas Inc 2025 Sponsor Web Page
- » Vendor Table at event
- » Company will be tagged on all social media promotions
- » Company logo on website event listing
- » Company logo on all digital and print marketing for series
- » Logo on all signage at event
- » Verbal recognition during all events
- » Complimentary seating for 5 attendees at each event (4 events annually)

GOLD QUARTER SPONSOR: \$1,500

- » Linked logo on the Uptown Dallas Inc 2025 Sponsor Web Page
- » Vendor Table at event
- » Company will be tagged on all quarter's social media promotions
- » Company logo on website event listing
- » Company logo on all digital and print marketing for quarter's series
- » Logo on all signage at event
- » Verbal recognition during quarter's event
- » Complimentary seating for 5 attendees at single event

SILVER QUARTER SPONSOR: \$500

- » Logo on all signage at event
- » Verbal recognition during quarter's event
- » Complimentary seating for 3 attendees at single event



Meeting community members



CRIGGS
PARK

MOVIES IN THE PARK

500 TO 1,000 GUESTS

SPRING SERIES | April 1st, 8th, 15th, and 22nd

FALL SERIES | October 7th, 14th, 21st, 28th

Experience the magic of community in the heart of Uptown Dallas! Movies in the Park, one of our most beloved events, invites residents and visitors alike to enjoy an unforgettable evening under the stars. With a fan-favorite movie on the big screen and the stunning Dallas skyline as the backdrop, it's the perfect way to bring people together and create lasting memories.

KEY DEMOGRAPHICS

Families, young professionals, and community members of all ages in Uptown Dallas and surrounding areas, seeking a fun, outdoor entertainment experience.

SPONSORSHIPS AVAILABLE

PRESENTING SPONSOR (FOR MONTH-LONG SERIES): \$2,500

- » Linked logo on the Uptown Dallas Inc 2025 Sponsor Web Page
- » Logo placement on all digital and print marketing for the series
- » Recognition as the presenting sponsor in newsletters leading up to the event
- » Vendor table at event
- » Marketing roll that will play prior to the movie playing
- » Opportunity to speak at the event prior to the movie playing
- » Exclusivity - 1 sponsor for each series

SCREENPLAY SPONSOR (FOR MONTH-LONG SERIES): \$1,500

- » Linked logo on the Uptown Dallas Inc 2025 Sponsor Web Page
- » Vendor Table at event
- » Logo placement on all digital and print marketing for the series
- » Vendor table at each event

ON-SITE VENDOR (FOR MONTH-LONG SERIES): \$200

- » Vendor Table at event



Girls Night



Date Night

HERO FEST

CRIGGS PARK

500 TO 750 GUESTS | MAY 10TH, 2025

Hero Fest is all about bringing the Uptown community—and beyond—together to honor and connect with the brave men and women who serve as our everyday heroes: first responders and our neighborhood public safety team. This family-friendly, festival-style event features exciting games, interactive activities, and opportunities to meet members of the Dallas Police Department, Fire Department, EMTs, and more. It's a day of fun, appreciation, and community spirit!

KEY DEMOGRAPHICS

Families, children, and community members of all ages in Uptown Dallas and surrounding neighborhoods who value public safety and want to engage with first responders in a fun, interactive setting.

SPONSORSHIPS AVAILABLE

PRESENTING SPONSOR - \$1,500

- » Linked logo on the Uptown Dallas Inc 2025 Sponsor Web Page
- » Logo placement on all digital and print marketing for the series
- » Recognition as the presenting sponsor in pre-event newsletters
- » Vendor table at event
- » Marketing roll that will play prior to the event

ON-SITE VENDOR: \$100

- » Vendor table at event offering exclusive deals, experiences, goods, etc.



We are thankful for DPD



GRIGGS PARK

YOGA IN THE PARK PILATES IN THE PARK

50 TO 100 GUESTS

PILATES IN THE PARK | Every Saturday Morning in May

YOGA IN THE PARK | Every Saturday Morning in September

Experience wellness and community like never before with Uptown Dallas Inc's Pilates and Yoga in the Park events! These mat-based sessions offer a fun, energizing way for Uptown residents to connect while enjoying a unique outdoor workout. Set against the stunning backdrop of the Dallas skyline, it's the perfect blend of fitness, relaxation, and community spirit.

KEY DEMOGRAPHICS

Uptowners of all ages looking to get active and enjoy the outdoors while connecting with fellow community members.

SPONSORSHIPS AVAILABLE

SERIES PRESENTING SPONSOR - \$1,500

- » Linked logo on the Uptown Dallas Inc 2025 Sponsor Web Page
- » Logo placement on all digital and print marketing prior to the series start
- » Recognition as the presenting sponsor in pre-event newsletters
- » Vendor table at event

ON-SITE VENDOR: \$100

- » Vendor table at event offering exclusive deals, experiences, goods, etc.



Get fit with your crew



Stretch

UPTOWN DALLAS INC

ANNUAL MEETING

50 TO 100 GUESTS | MAY 22TH, 2025

This is an open-house style update on the operations of Uptown Dallas Inc. Hear from the committee chairs working to keep Uptown Dallas the best place to live, work, and play. A Q&A discussion will take place at the end of the event, giving Uptowners the chance to address any questions, comments, or concerns.

KEY DEMOGRAPHICS

This event is exclusive to Uptown Dallas residents, stakeholders, property owners, renters, businesses, and more. Anyone who has stake in the well-being and prosperity of Uptown.

SPONSORSHIPS AVAILABLE

PRESENTING SPONSOR - \$1,500

- » Linked logo on the Uptown Dallas Inc 2025 Sponsor Web Page
- » Logo placement on all digital and print marketing prior to the event
- » Recognition as the presenting sponsor in pre-event newsletters
- » Vendor table at event
- » Marketing roll that will play prior to the Annual Meeting
- » Opportunity to speak at the event prior



Committee Meeting

UPTOWN DALLAS INC

9TH ANNUAL BLOCK PARTY

2,500+ GUESTS | OCTOBER 1ST, 2025

The Annual Uptown Block Party brings the community together for a fun-filled celebration in the heart of Uptown. This event promises a vibrant atmosphere where attendees can dance, enjoy delicious food, play games, explore a market, take memorable photos, and much more. Hosted on CityPlace West Blvd, this is Uptown Dallas Inc's largest event of the year, designed to unite locals and visitors alike in a lively, community-driven experience.

KEY DEMOGRAPHICS

Residents and visitors of all ages in Uptown Dallas and surrounding areas, including families, young professionals, and community groups, seeking a lively, fun, and social event with live entertainment and activities for everyone.

SPONSORSHIPS AVAILABLE

PLATINUM SPONSOR: \$5,000

- » Linked logo on the Uptown Dallas Inc 2025 Sponsor Web Page
- » Logo placement on all digital and print marketing prior to the event
- » Recognition as the presenting sponsor in pre-event newsletters
- » Booth or custom activation at event
- » Company will be tagged on all social media promotions
- » Company logo on website event listing
- » Logo on all signage at event
- » Verbal recognition during event

VENDOR BOOTH: \$250

- » 10x10 Booth with 6 foot table and two chairs
- » Lighting in Booth

(Electricity to booth not included – limited availability for \$25 upcharge)

GOLD SPONSOR: \$2,500

- » Linked logo on the Uptown Dallas Inc 2025 Sponsor Web Page
- » Logo placement on all digital and print marketing prior to the event
- » Recognition in pre-event newsletters
- » Booth at Event
- » Company logo on website event listing

SILVER SPONSOR: \$1,500

- » Linked logo on the Uptown Dallas Inc 2025 Sponsor Web Page
- » Company logo on website event listing
- » Booth at Event



CRIGGS PARK

LIGHT UP UPTOWN HOLIDAY TREE LIGHTING

500 TO 1,000 GUESTS | DECEMBER 3RD, 2025

Spread holiday cheer with us as we light up Uptown and bring the community together for a festive celebration! This heartwarming event features classic holiday movies, photos with Santa, hot cocoa bars, crafts, and more. Attendees will immerse themselves in the holiday spirit, creating lasting memories with family and friends. As a sponsor, you'll have the opportunity to showcase your brand in a lively, community-focused atmosphere that celebrates the season with joy and togetherness.

KEY DEMOGRAPHICS

Families, young professionals, and community members of all ages in Uptown Dallas and surrounding areas, looking to celebrate the holiday season with fun, festive activities and seasonal cheer.

SPONSORSHIPS AVAILABLE

PRESENTING SPONSOR - \$2,500

- » Linked logo on the Uptown Dallas Inc 2025 Sponsor Web Page
- » Sponsor recognition on social media, event signage, and event presentation
- » Verbal mention at tree-lighting ceremony and speaking opportunities
- » Signage on and around tree throughout installation

BRIGHT LIGHTS SPONSORSHIP: \$1,000

- » Sponsor recognition on social media, event signage, and event presentation
- » Linked logo on the Uptown Dallas Inc 2025 Sponsor Web Page

CANDY CANE SPONSORSHIP: \$150

- » Vendor Activation limited to holiday drinks, food, crafts, etc.



Fa La La La La



The Children with Santa

THE POWER OF SOCIAL MEDIA

The results speak for themselves—our event marketing consistently outperforms because we create experiences that truly excite and engage the Uptown Dallas community. From vibrant block parties to festive holiday celebrations, our events capture attention and drive participation. As a sponsor, imagine your logo prominently featured on our event promotions, reaching a highly engaged audience eager to connect with brands that support their community. Partner with us and amplify your visibility while aligning with the events that Uptown loves most!

2024 INSTAGRAM STATS

86,575+ Followers
 69% Women, 31% Men
 835.6k content views in 2024
 20k content interactions in 2024

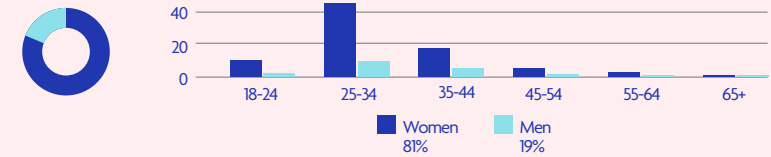
2024 FACEBOOK STATS

21,315+ Followers
 68% Women, 32% Men
 82.5k content views in 2024
 2k content interactions in 2024



Reach
24,746

Audience | Age & Gender



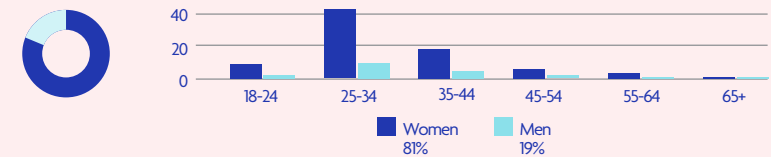
Interactions
3,266

Likes **867** Comments **21** Shares **2,092** Saves **286**



Reach
16,590

Audience | Age & Gender



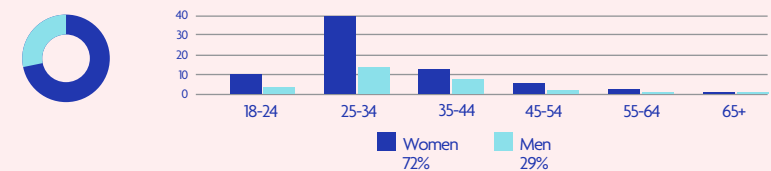
Interactions
1,925

Likes **772** Comments **10** Shares **938** Saves **205**



Reach
12,747

Audience | Age & Gender



Interactions
1,149

Likes **369** Comments **14** Shares **712** Saves **54**

SPONSORSHIP COMMITMENT FORM

Thank you for your interest in partnering with Uptown Dallas Inc to make our events a success! Please complete the form below to confirm your sponsorship. Once received, we will provide an invoice for payment. Please note, this form serves as a binding contract, and all payments must be received no later than 60 days before the event date.

SPONSOR INFORMATION

Organization Name: _____

Contact Name: _____

Email Address: _____

Phone Number: _____

PAYMENT DETAILS

- » An invoice will be sent upon receipt of this form.
- » All payments must be made on or before 60 days prior to the event.
- » Payments are non-refundable once submitted.

AGREEMENT

By signing below, you confirm your commitment as a sponsor for the selected opportunity and agree to the terms outlined above. This form constitutes a binding contract between your organization and Uptown Dallas Inc

Signature: _____

Date: _____

LETS TALK UPTOWN

LTU Presenting Sponsor

Gold Quarter Sponsor

Silver Quarter Sponsor

MOVIES IN THE PARK

Presenting Sponsor (for month-long series)

Screenplay Sponsor (for month-long series)

On-Site Vendor (for month-long series)

HERO FEST

Presenting Sponsor

On-Site Vendor

UPTOWN DALLAS INC ANNUAL MEETING

Presenting Sponsor

PILATES/YOGA IN THE PARK

Series Presenting Sponsor

On-Site Vendor

UPTOWN DALLAS INC 9TH ANNUAL BLOCK PARTY

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Vendor Booth

MOVIES IN THE PARK

Presenting Sponsor (for month-long series)

Screenplay Sponsor (for month-long series)

On-Site Vendor (for month-long series)





**FOR QUESTIONS OR ASSISTANCE,
PLEASE CONTACT BAILEY CRIADO AT
CRIADO@UPTOWNDALLAS.NET OR (214)871-2825**