



DOWNTOWN ODESSA

Introduction of Events and Sponsorship Opportunities

About Us

- ▶ Downtown Odessa, Inc. is a grassroots, volunteer-based, nonprofit organization dedicated to the revitalization of Downtown Odessa.

The organization is a charitable 501(c)3 organization by the Internal Revenue Service. Individual, civic and business contributions to Downtown Odessa, Inc. are tax-deductible. Downtown Odessa, Inc. is strongly supported by the City of Odessa, as well as many caring individuals and local firms.

Downtown Odessa, Inc. was created in 2007 under the umbrella of Main Street Odessa, a 501(c) 6 nonprofit, in partnership with the Texas Main Street Association program. In 2015, the Main Street Odessa Board of Directors evolved into Downtown Odessa, Inc.

Downtown Odessa, Inc.'s Board of Directors and its Director work closely with the Odessa City Council and the City Manager's Office in downtown economic development efforts.

- ▶ **Mission Statement:** "Downtown Odessa, Inc. is dedicated to the creative utilization, historical preservation and promotion of the greater downtown area for the benefit of Odessa."

Your Vital Role In Helping Us Accomplish This Mission

- ▶ Community Events and Programming are a great way for us to tie together two main parts of our mission: Creative Utilization and Promotion of the Greater Downtown Area for the Benefit of Odessa.
- ▶ We pride ourselves on a robust lineup of high quality events, most of which are free or low cost and inclusive of the diverse groups in the Permian Basin

Your sponsorship dollars are what allow us to provide these great events to the community



STATE OF DOWNTOWN ODESSA ADDRESS

- ▶ The State of Downtown Odessa Address is a dinner celebrating the revitalization & future of downtown.
- ▶ This is a fundraiser for our organization and a fantastic networking opportunity for businesses.
- ▶ Anticipated Attendance: 250
- ▶ 2019 Date: Thursday, February 28



STATE OF DOWNTOWN ODESSA ADDRESS

▶ Diamond Sponsor - \$5,000

- ▶ Company logo on the following:
 - ▶ Event program, presentation, web, social media, event signage
- ▶ 2 tables with prominent seating (16 seats)
- ▶ 32 beverage tickets

▶ Platinum Sponsor - \$2,500

- ▶ Company logo on the following:
 - ▶ Event program, presentation, web, social media, event signage
- ▶ 1 table with prominent seating (8 seats)
- ▶ 16 beverage tickets

▶ Gold Sponsor - \$1,250

- ▶ Company listing on the following:
 - ▶ Event program, presentation, web, social media, event signage
- ▶ 1 table (8 seats)
- ▶ 8 beverage tickets

▶ Table - \$750

- ▶ Company listing on the following:
 - ▶ Event program, web
- ▶ 1 table (8 seats)
- ▶ 8 beverage tickets



DOWNTOWN ODESSA

- ▶ Tap Into Downtown Odessa is a craft beer and wine experience, happening annually on St. Patrick's Day Weekend
- ▶ This is the Permian Basin's only major St. Patrick's Day event, and is always a great time for the adults in the community
- ▶ Anticipated attendance: 5,000+
- ▶ This is a fundraiser for our organization
 - ▶ Tickets: \$20 in Advance, \$25 at the Gate, \$100 for VIP
- ▶ 2019 Date: Saturday, March 16



DOWNTOWN ODESSA

▶ **Title Sponsor - \$10,000**

- ▶ Official Presenting Sponsor
- ▶ Prominent logo on tasting glasses
- ▶ Prominent logo on all print, website, media, social, & signage
- ▶ Two vendor spaces
- ▶ 30 event tickets

▶ **Diamond Sponsor - \$7,500**

- ▶ Logo on commemorative tasting glasses
- ▶ Logo on all print, website, media, social, & signage
- ▶ One vendor space
- ▶ 20 event tickets

▶ **Platinum Sponsor - \$5,000**

- ▶ Logo on all print, website, media, social, & signage
- ▶ One vendor space
- ▶ 10 event tickets

▶ **Gold Sponsor - \$2,500**

- ▶ Logo on all print, website, media, social, & signage
- ▶ One vendor space
- ▶ 5 event tickets

▶ **Beverage Booth Sponsor - \$1,000**

- ▶ Logo on signage of one beverage booth
- ▶ Listing on website, social, and signage
- ▶ 5 event tickets

▶ **Silver Sponsor - \$500**

- ▶ Listing on website, social, and signage
- ▶ 5 event tickets

NEON EASTER EGG HUNT



- ▶ A new event, our Neon Easter Egg Hunt will be a week long event culminating in a glow in the dark Easter Egg hunt at dusk
- ▶ This event is geared towards older children (11+) who cannot participate in the annual Community Easter Egg Hunt held at the park at UTPB
- ▶ Anticipated attendance: 2,500 children + their family members
- ▶ Sponsoring businesses and organizations along with downtown businesses will be given eggs to hand out at their discretion
 - ▶ Prizes to include candy, sponsor's branded merchandise, premium prizes like electronics, etc.
- ▶ The event culminates with a dusk time glow in the dark Easter egg hunt and prize hand out with a DJ, games, glow sticks, etc.
- ▶ 2019 Date: Tentatively April 6-13

NEON
EASTER
EGG HUNT



▶ **Title Sponsor - \$5,000**

- ▶ Official Presenting Sponsor (“Sponsored by” line under logo)
- ▶ Prominent logo on all print, website, media, social, & signage
- ▶ Vendor space at the event
- ▶ Unlimited amount of logoed products allowed as prizes

▶ **Diamond Sponsor - \$2,500**

- ▶ Logo on all print, website, media, social, & signage
- ▶ Vendor space at the event
- ▶ May submit 100 logoed items to be used as prizes

▶ **Platinum Sponsor - \$1,000**

- ▶ Logo on all print, website, media, social, & signage
- ▶ May submit 50 logoed items to be used as prizes

▶ **Gold Sponsor - \$500**

- ▶ Listing on all print, website, media, social, & signage
- ▶ May submit 25 logoed items to be used as prizes

▶ **Silver Sponsor - \$250**

- ▶ Listing on website, social, and signage
- ▶ May submit 10 logoed items to be used as prizes

▶ **Bronze Sponsor - \$100**

- ▶ Listing on website, social, and signage



- ▶ Hot Summer Nights is a free evening concert series from the end of May through the end of July
- ▶ This event is a partnership between Odessa Arts and Downtown Odessa Inc. and is a long established community event.
- ▶ Anticipated Attendance: ~5,000 between all concerts
- ▶ 2019 Date: Tentatively every Friday from May 24-July 26 (except July 5)
- ▶ 2019 sponsorship levels still being evaluated; information available February 1
 - ▶ Opportunities to include a VIP Tent sponsor, Water sponsor, Musician/Band sponsor, and general sponsorship levels



FIRECRACKER FANDANGO

- ▶ 2019 will be the 24th annual Firecracker Fandango, Downtown Odessa Inc.'s keystone event
- ▶ This event is a day of star spangled fun!
 - ▶ The fan-favorite Selena tribute band, Los Chicos del 512, plus more!
 - ▶ A full schedule of family friendly performances and shows
 - ▶ Children's activities, face painting, game booths
 - ▶ Dilly Bar Eating Contest
 - ▶ Watermelon Carving Contest
- ▶ Anticipated Attendance: 15,000
- ▶ 2019 Date: Thursday, July 4



FIRECRACKER FANDANGO

- ▶ **Star Sponsor - \$20,000**
 - ▶ Naming rights to the 24th annual Firecracker Fandango
 - ▶ Company trucks may be parked at event gates or stage
 - ▶ Two booth spaces at event
 - ▶ Company representative will have the opportunity to make announcements on stage
 - ▶ Company logo on all promotional items for event
 - ▶ 25 VIP wristbands and corresponding drink tickets
- ▶ **Firecracker Sponsor - \$15,000**
 - ▶ Naming rights over the firework show
 - ▶ Company representative will have the opportunity to announce the fireworks show to close the event
 - ▶ Company logo on all promotional items for event
 - ▶ Two booth spaces at event
 - ▶ 20 VIP wristbands and corresponding drink tickets
- ▶ **Patriot Sponsor - \$10,000**
 - ▶ Naming rights as the Musician Sponsor and opportunity for company representative to introduce all bands
 - ▶ Company logo on all promotional items for event
 - ▶ One booth space at event
 - ▶ 15 VIP wristbands and corresponding drink tickets
- ▶ **Freedom Sponsor - \$5,000**
 - ▶ Naming rights over children's area
 - ▶ Company logo on all promotional items for event
 - ▶ One booth space at event
 - ▶ 10 VIP wristbands and corresponding drink tickets
- ▶ **Flag Sponsor - \$2,500**
 - ▶ Company logo on all promotional items for event
 - ▶ One booth space at event
 - ▶ 5 VIP wristbands and corresponding drink tickets
- ▶ **Liberty Sponsor - \$1,000**
 - ▶ Company listing on all promotional items for event
 - ▶ One booth space at event
 - ▶ 5 VIP wristbands
- ▶ **Independence Sponsor - \$500**
 - ▶ Company listing on all promotional items for event
 - ▶ 5 VIP wristbands



- ▶ Night of Light Downtown is a free Halloween event meant to create a fun, safe, and memorable experience for families.
- ▶ This event is a partnership between CrossRoads Fellowship and Downtown Odessa Inc. and, while a new partnership, is a long established community event.
- ▶ Anticipated Attendance: 25,000
- ▶ 2019 Date: October TBD
- ▶ 2019 sponsorship levels still being evaluated; information available in late winter or early spring.
 - ▶ Opportunities to include a Prize sponsor, Game Booth sponsor, Musician/Band sponsor, and general sponsorship levels, plus more.



- ▶ **2019 will be the inaugural year for Winter Fest, an umbrella event that covers many fun holiday experiences.**
 - ▶ **Experiences to include:**
 - ▶ **A Temporary Synthetic Ice Rink open for one month (tentatively, Friday, November 29-Wednesday, January 1).**
 - ▶ **Weekend concerts by the ice rink, featuring food trucks, photo opportunities, live reindeer, etc.**
 - ▶ **Teddy Bear Tea - a Christmas brunch with the holiday's favorite characters, held at the newly opened Odessa Marriott.**
 - ▶ **Gingerbread Rock - a day of caroling, food, a gingerbread house building contest, and other activities in Noël Heritage Plaza Park before the 2019 Parade of Lights Christmas Parade.**
- ▶ **Anticipated Attendance: 50,000**



▶ **Title Sponsor - \$25,000**

- ▶ Naming rights to the inaugural Winter Fest
- ▶ Two booth spaces at each weekend's concert
- ▶ Company representative will have the opportunity to make announcements on stage at any/all concerts for which they are present
- ▶ Company logo on all promotional items for event and 5 panels to advertise on the rink walls
- ▶ 25 VIP tickets for any Winter Fest or Parade of Lights activity

▶ **Diamond Sponsor - \$20,000**

- ▶ Naming rights over the downtown outdoor ice rink
- ▶ Company representative will have the opportunity to cut the ribbon at the opening of the ice rink
- ▶ Company logo on all promotional items for event and 5 panels to advertise on the rink walls
- ▶ Two booth spaces at each weekend's concert
- ▶ 20 VIP tickets for any Winter Fest or Parade of Lights activity

▶ **Platinum Sponsor - \$10,000**

- ▶ Naming rights as the Musician Sponsor for all weekend concerts and Gingerbread Rock. Company representative may introduce bands at any/all concerts for which they are present
- ▶ Company logo on all promotional items for event
- ▶ Two booth spaces at each weekend's concert
- ▶ 15 VIP tickets for any Winter Fest or Parade of Lights activity

▶ **Gold Sponsor - \$5,000**

- ▶ Company logo on all promotional items for event
- ▶ One booth space at each weekend's concert
- ▶ 10 VIP tickets for any Winter Fest or Parade of Lights activity

▶ **Silver Sponsor - \$2,500**

- ▶ Company logo on all promotional items for event
- ▶ One booth space at each weekend's concert
- ▶ 5 VIP tickets for any Winter Fest or Parade of Lights activity

▶ **Bronze Sponsor - \$1,000**

- ▶ Company listing on all promotional items for event
- ▶ 5 VIP tickets for any Winter Fest or Parade of Lights activity¹⁵

▶ **Ice Rink Ad - \$500**

Parade of Lights

- ▶ Parade of Lights, Odessa's annual Holiday parade, is a long standing holiday tradition for Odessans and one of Downtown Odessa, Inc.'s most attended events.
- ▶ The 2018 Parade of Lights featured over 130 floats, vehicles, bands, and walking groups from almost 80 different organizations
- ▶ Anticipated Attendance: 35,000

Parade of Lights

▶ Title Sponsorship - \$4,000.00

- ▶ **Exclusivity**-As prominent presenting sponsor you receive exclusivity within your industry's category at this sponsorship level and first right of refusal for 2019 Downtown Odessa Parade of Lights.
- ▶ **Media, Print, & Web Promotions** - Logo and name recognition of your brand in the television, radio, social media, parade website and newspaper campaigns. This includes promotional advertising in local area's major media outlets and on the parade applications.
- ▶ **Parade Banner** - Name recognition on custom banner in front of parade held by sponsor staff.
- ▶ **Judge** - Name recognition of participant from your company engaged in the parade as a judge for the floats.

▶ General Sponsorship \$3,000.00

- ▶ **Social Media & Web Promotions** - Logo and name recognition of your brand in the social media campaign along with logo on parade website.
- ▶ **Judge** - Name recognition of participant from your company engaged in the parade as a judge for the floats.

▶ Float Sponsorship - \$1,500.00

- ▶ **Web Promotions** - Logo and name recognition of your brand on parade website.
- ▶ **Judge** - Name recognition of participant from your company engaged in the parade as a judge for the floats.



NEW YEAR'S EVE DOWNTOWN

- ▶ **New Year's Eve Downtown is a new event for 2019**
- ▶ **Held at the newly opened Odessa Marriott, this event will feature:**
 - ▶ **Comedians**
 - ▶ **Live Music**
 - ▶ **Heavy hors d'oeuvres**
 - ▶ **A desert bar**
 - ▶ **A cash bar**
 - ▶ **A complimentary champagne toast at midnight**
 - ▶ **A 6' LED ball drop at midnight**
 - ▶ **DJ entertainment to close the night**



NEW YEAR'S EVE DOWNTOWN

▶ **Diamond Sponsor - \$7,500**

- ▶ Naming Rights to the Midnight Ball Drop
 - ▶ Company representative will get to do countdown to Midnight as the ball is lowering
- ▶ Company logo on the following:
 - ▶ Event program, presentation, web, social media, event signage
- ▶ 2 tables with prominent seating (8 seats)
- ▶ 16 beverage tickets

▶ **Platinum Sponsor - \$5,000**

- ▶ Entertainment Sponsorship
 - ▶ Company representative may introduce each band and comedian
- ▶ Company logo on the following:
 - ▶ Event program, presentation, web, social media, event signage
- ▶ 1 table with prominent seating (4 seats)
- ▶ 8 beverage tickets

▶ **Gold Sponsor - \$2,500**

- ▶ Company logo on the following:
 - ▶ Event program, presentation, web, social media, event signage
- ▶ 1 table (4 seats)
- ▶ 8 beverage tickets

▶ **Silver Sponsor - \$1,000**

- ▶ Company listing on the following:
 - ▶ Event program, presentation, web, social media, event signage
- ▶ 1 table (4 seats)
- ▶ 4 beverage tickets

▶ **Bronze Sponsor - \$500**

- ▶ Company listing on the following:
 - ▶ Event program, web
- ▶ 1 table (4 seats)
- ▶ 4 beverage tickets