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SPONSORSHIP OPPORTUNITIES

Doors Open Denver
September 21 + 22



DOORS
OPEN
DENVER

PRESENTED BY
DENVER ARCHITECTURE FOUNDATION



"What a treasure this event is! A jewel in Denver's crown."



At a Glance...

DENVER ARCHITECTURE FOUNDATION

The Denver Architecture Foundation (DAF) inspires people to explore our dynamic city, experience the importance of design to our quality of life and envision an exceptional future for Denver.

DOORS OPEN DENVER

Doors Open Denver (DOD), DAF's signature event, is an annual event **celebrating Denver's architectural gems**, historic and contemporary alike. For a single weekend in September, DOD opens the doors to 60+ buildings, each hand-selected by an expert committee for their design quality. Thousands of residents and visitors traverse the city on **self-guided and expert-led tours**, participating in **Arts + Culture activities** and engaging with the built environment in new and surprising ways.

SPONSORSHIP BENEFITS

Doors Open Denver is the premier architectural event of the Denver Metro Area offering high-value sponsorship benefits:

- brand alignment
- market exposure
- relationship-building
- community engagement
- event access and hospitality



Event Details

BY THE NUMBERS

- 11,000 attendees
- 2 days
- 60+ sites
- 50+ unique ticketed tours
- 5+ arts activities
- 1 exclusive VIP event

Doors Open Denver 2019 will take place over the weekend of September 21 + 22, inviting Denver residents and visitors to **explore our city inside out** for the 15th consecutive year. DOD's event headquarters is Union Station with sites and activities blanketing the city in every direction.

Thousands of participants take to the streets on self-guided tours, planning their destinations using DAF's new mobile-enhanced website or comprehensive print event guide. Over two thousand participants pre-purchase tickets for Insider Tours led by design experts. At targeted sites, Arts + Culture activities enliven spaces with performance, storytelling, visual media and more.

Every year, DOD promotes **quality design, community engagement and architectural accessibility**. DAF connects hundreds of stakeholders, partners and professionals with shared values for advancing public appreciation and understanding of Denver's built environment.

2018 HIGHLIGHTS

- Hosted an exclusive Speakeasy VIP Reception at Larimer Social for an invite-only crowd of 125+
- Activated the Five Points neighborhood with Five Points Fortitude, a series of Arts + Culture activities highlighting the area's rich cultural heritage
- Featured walkable sites in two neighborhoods – Five Points and Highlands – to tell the story and evolution of each area's built environment
- Elevated DOD's online presence and event information tools with DAF's newly launched website and organizational rebranding

BEHIND THE SCENES

- 12+ committee members
- 50+ sponsors
- 230+ volunteers
- 80+ site docents
- 80+ expert tour guides





Public Relations

DOD involves a robust public relations campaign leading up to and during the event including targeted advertising, media relations and social media strategies. The estimated value of DOD's earned media coverage is approximately **\$150,000 annually**.

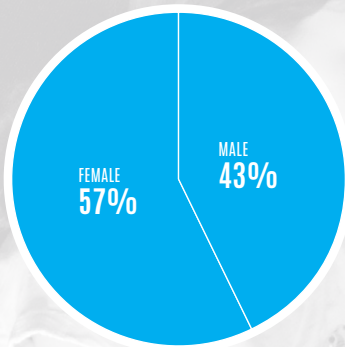
PR Highlights from 2018:

- 65 media hits in 26 outlets
- Westword:
 - Print guide distributed to 20,000 readers
 - Digital ad impressions >100,000
 - Promotional e-news (3) to ~13,000 subscribers / 12% open rate
 - Social media impressions >10,000
- CBS4:
 - 5 televised/online DOD stories
- Downtown Denver Partnership:
 - Promotional e-news (2) to ~6,000 subscribers
 - Social media impressions >16,000
- DAF's marketing assets:
 - DAF's new website – launched in early 2018 – saw 45,000 unique page views in September alone
 - Social media channels grossed 332,500 impressions in 6 weeks
 - 10 e-blasts to ~6,000 subscribers saw incredible open rates of 30%

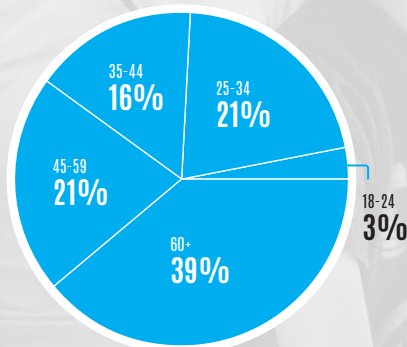


Participant Demographics

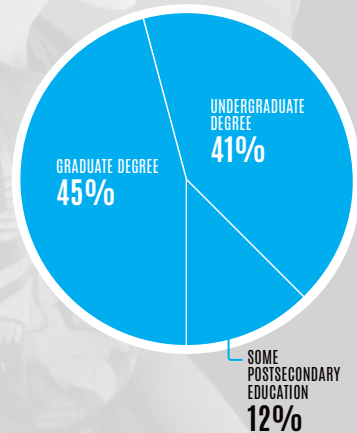
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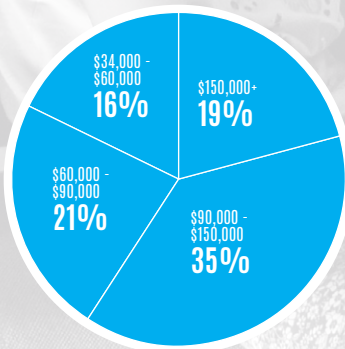
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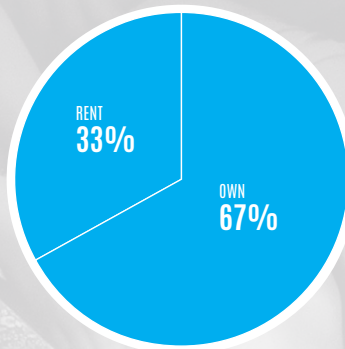
EDUCATION



HOUSEHOLD INCOME



HOME OWNERSHIP





Why Sponsor DOD?

DOD is front and center in Denver's design community, bringing together partners from public and private sectors with shared interests in quality design and architectural accessibility. Sponsorship aligns your brand with like-minded stakeholders committed to celebrating Denver's built environment.

MARKET EXPOSURE

Through DOD's robust public relations campaign leading up to and during event weekend, sponsorship builds B2B and B2C exposure in the Denver Metro Area.

BUILDING RELATIONSHIPS

DOD sponsorship fosters strong B2B relationships through planning, exclusive event access and brand alignment with fellow sponsors, largely in the A/E/C industries.

COMMUNITY ENGAGEMENT

DOD sponsors can access customizable volunteer opportunities to engage employees in this large-scale community event, connecting them to where they live, work and play, and boosting workplace satisfaction.

EVENT ACCESS & HOSPITALITY

Sponsors enjoy access to the exclusive VIP Reception, tickets to Insider Tours, DAF membership benefits and more.

OVERVIEW OF SPONSORSHIP OPPORTUNITIES

Please contact us for a customized sponsorship package detailing benefits for the sponsorship level you are interested in.

	PRESENTING SPONSOR	CLASSIC SPONSOR	CIVIC SPONSOR	COMMUNITY SPONSOR	SUPPORTING SPONSOR
Level	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
Availability	1	3	5	Unlimited	Unlimited
Custom recognition + brand placement	•	•	•		
Custom hospitality benefits	•				
Custom brand activation	•				
Private DOD preview tour	•	•			
Shout-outs in e-blasts	•	•	•		
Custom volunteer opportunity	•	•	•		
Press Release inclusion	•	•	•	•	
Social Media placement / alignment	•	•	•	•	
Brand recognition	•	•	•	•	
Name recognition	•	•	•	•	•
VIP Reception access	•	•	•	•	•
Insider Tour tickets	•	•	•	•	
DAF membership	•	•	•	•	•

DAF also accepts charitable contributions in support of DOD. All contributions ranging from \$500 to \$999 will be publicly acknowledged on DAF's website as **Friends of DAF** (unless donor wishes to remain anonymous).



For more information and a customized
sponsorship proposal, please contact:

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