

**An Invitation
to Sponsor**

DOORS OPEN DENVER



September 26 + 27, 2020

Presented by
Denver Architecture Foundation

PHOTO + PRESS QUOTES

“When it comes to exploring the architecture and design of Denver, it doesn’t much get better than Doors Open Denver, the much-loved annual event organized by the Denver Architecture Foundation.”

– **Peter Moran, Modern in Denver**

“The Mile High City brims with beautiful, historical, and architecturally significant buildings that most of us never have the opportunity to explore—except for one weekend each year, during the Denver Architecture Foundation’s annual Doors Open Denver.”

– **Christine Deorio, 5280**

“They remind us how buildings bring people together, how they can help us learn and lift up our workday, and how they serve as place-makers by sheltering communities as they grow, come of age and develop their history.”

– **Ray Mark Rinaldi, The Know
(Special to The Denver Post)**



AT A GLANCE...

DENVER'S PREMIER ARCHITECTURE EVENT

Doors Open Denver is an annual, weekend event celebrating Denver's built environment. From historic structures to modern builds, Doors Open Denver literally opens the doors to architectural places and spaces that make the Mile High City such a special city in which to live, work and play. Thousands of Denverites and visitors trek through Denver, exploring neighborhoods and experiencing quality design.

PRESENTED BY DENVER ARCHITECTURE FOUNDATION

Denver Architecture Foundation (DAF), the architects of DOD and other design-inspired public programs, transform Denver's built environment into an ever-changing museum filled with stories and aesthetics from the city's past, present and future.

AN INVITATION TO SPONSOR DOORS OPEN DENVER

Doors Open Denver is the leading architectural event in the Denver Metro Area, and its adjoining sponsorship program is overflowing with high-value benefits. As a sponsor of Doors Open Denver, you will access:

- brand exposure + alignment
- industry connections
- community connections
- VIP access
- employee perks and more!

EVENT DETAILS

BY THE NUMBERS

- **10,000** participants
- **300** volunteers
- **60** selected sites
- **50** curated tours
- **1** exclusive VIP event

DAF will host the 16th annual Doors Open Denver on September 26 + 27, 2020, inviting residents and visitors to explore and experience Denver's built environment in new and exciting ways. From historic mansions to private office spaces, cathedrals to hotels, museums to fire stations, and everything in between, DOD is the go-to event for architecture enthusiasts.

Year after year, we showcase sites that exemplify quality design. To make this happen, we bring people together who share our commitment to quality design. Sponsors like you are the driving force behind DOD.

HOW DOES DOD WORK?

Participants use DAF's website, or a printed guide, to plan their own self-guided DOD adventure. DAF's online content and onsite volunteers support these DOD DIYers.

Those looking for a bit more structure and guidance take part in Insider Tours (preregistration required). Tours are led by experienced guides with a passion for Denver architecture.

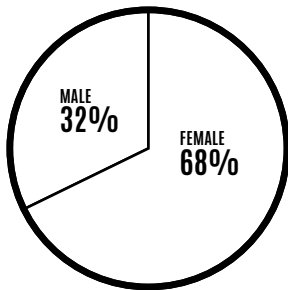
Special activities vary from site to site, layering opportunities for DODers to further explore and experience Denver's architectural gems.

2019 HIGHLIGHTS

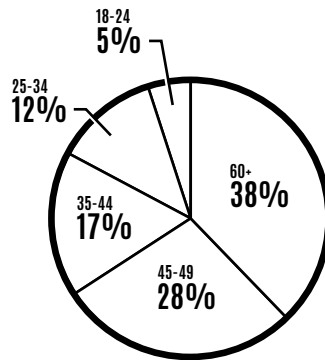
- Curated **11 NEW Insider Tours!**
- Media coverage from *5280*, *The Denver Post*, 9News, *Westword**, CBS Denver*, Fox31 Denver, *Modern in Denver*, *303 Magazine*, MSN, Yahoo! and more (*paid advertisers).
- Partnered with 35 artists to activate three sites in the La Alma/Lincoln Park neighborhood, bringing participants together in an art-filled plazita, getting their hands and feet messy while building adobe structures, and listening to Colorado's Poet Laureate, Bobby LeFebre.
- Implemented behind-the-scenes changes to improve event web presence, volunteer experience and site coordination.

2019 AUDIENCE COMPOSITION

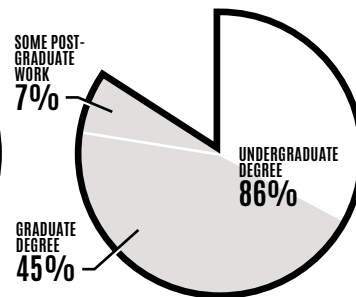
Gender



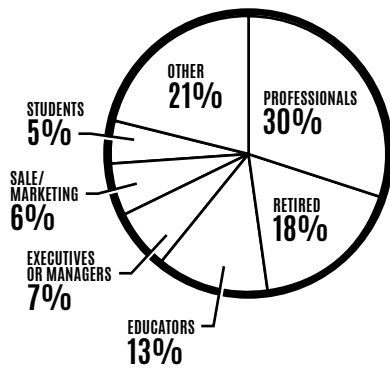
Age



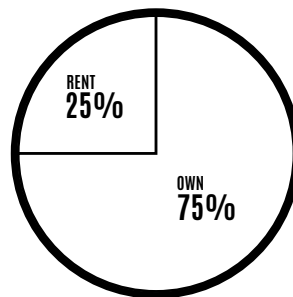
Education



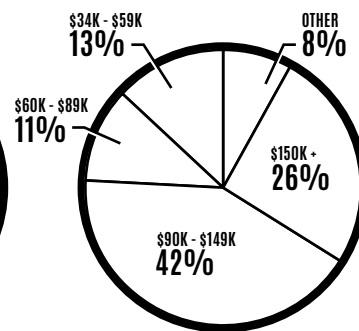
Work



Home Ownership



Household Income



PUBLIC RELATIONS

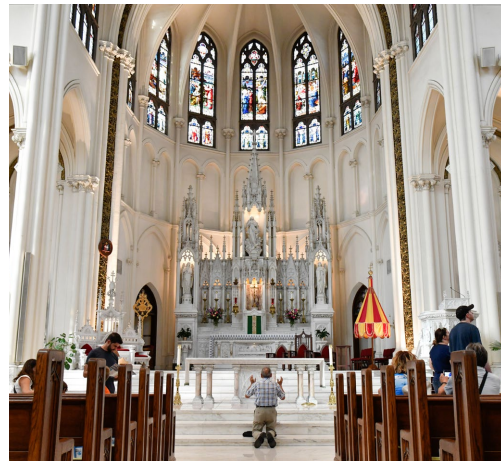
DAF runs a robust public relations campaign for Doors Open Denver every year to the benefit of sponsors and participants. The estimated publicity value of DOD's earned media coverage is \$150,000 annually. With multiple hits from MSN and Yahoo!, our 2019 publicity value reached \$884,000.

OUR PR ASSETS

- Strong relationships with local media year-round
- Dedicated PR firm for DOD
- Event popularity – Doors Open Denver is news worth sharing!
- Partnerships with *Westword* and CBS4 Denver
- Consistent media interest from Denver's leading TV outlets and print/digital publications: 9News, 5280, 303 Magazine, Denver 7 and more!

OUR 2019 PR SUCCESSES

- **\$74,838** publicity value from local media coverage / 9.5m impressions
- **\$884,082** total publicity value with Yahoo! and MSN / 368m impressions
- **74** media hits in **30** outlets: 5 TV stations, 1 radio station, 19 print/digital publications
- **110** media kit downloads
- **21** online event calendars listing DOD
- **20,000** print event guides distributed as a *Westword* insert
- **265,026** impressions from *Westword* ads and content
- **313,994** impressions from a CBS Denver video post to Facebook
- **177,632** website pageviews during the DOD PR campaign (8/9 – 9/22)
- **194,970** Facebook impressions (14% organic) during the DOD PR campaign



WHY SPONSOR DOD?

1. BRAND ALIGNMENT

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.

2. BRAND 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.

3. INDUSTRY CONNECTIONS

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

4. COMMUNITY CONNECTIONS

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

5. EVENT ACCESS + HOSPITALITY

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

SPONSORSHIP SNAPSHOT

	PRESENTING SPONSOR	ROTUNDA SPONSOR	MEZZANINE SPONSOR	ATRIUM SPONSOR	PAVILION SPONSOR
Level	\$25k	\$10k	\$5k	\$2.5k	\$1k
Availability	1	2	5	Unlimited	Unlimited
Custom recognition + brand placement	•	•			
Custom hospitality benefits	•				
Custom brand activation	•				
Private DOD preview tour	•	•			
Custom volunteer opportunities	•	•			
Shout-outs in email campaigns	•	•	•		
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 general operations or designated to a program or event (such as Doors Open Denver). 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).



Contact

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