

# IN THE GAME

GREELEY | APRIL 1-4, 2025  
25TH ANNUAL



SUPPORTER OPPORTUNITIES

# IN THE GAME

Presented by Downtown Colorado, Inc.

**Join us for the annual Downtown Colorado, Inc. (DCI) Vibrant Downtowns Event, IN THE GAME 2025! This four-day interactive experience is designed for downtown champions, offering practical solutions and fresh ideas to attract tourists, engage locals, and tackle real challenges. Tap into national, state, and local resources while networking with fellow leaders. IN THE GAME isn't just a conference—it's a transformative journey for revitalizing your community. Don't miss out!**

- **EVENT HIGHLIGHTS** // IN THE GAME'S structure is uniquely choreographed to establish a dialogue, network, and solution-oriented approach to challenges. IN THE GAME platforms will keep you talking and learning together!
- **DOWNTOWN EXCELLENCE AWARDS** // DCI is honored to celebrate a series of projects nominated by our members in several categories such as Best Adaptive Reuse or Rehabilitation; Best Event, Festival or Recurring Activity; New Addition to Downtown; Use of Public Space; the Vicki Mattox Downtowner of the Year for Innovation; and the Lucia Correll Volunteer of the Year Award.
- **COLORADO CHALLENGE ACCELERATOR WORKSHOP**// DCI takes the lead in presenting community projects to identify and pursue innovative financing and partnerships with a specific focus on brownfields funding and redevelopment/remediation strategies.
- **KEYNOTES & COLORADO BRIEFS** // Dive into interest areas and inspire participants with short talks highlighting innovative work by Colorado leaders who share their stories and passion.
- **DINE AROUND LUNCHESES & TOURS** // Showcase exciting restaurants and project concepts and dive into meaningful, informal discussion. Tours may include breweries, public art, hotel redevelopment projects, etc.

# IN THE GAME

By The Numbers

## STATISTICS

- ~300 Attendees from across the Colorado
- 15+ Dine Around Lunch and Learn Sessions
- 8+ Local and Regional Tours
- 8 Colorado Brief Lightning Presentations

**FROM VARYING  
LOCATIONS**



**42% RURAL**

**23% SUBURBAN**

**35% URBAN**

## RECENT KEYNOTES

- **Jim Heid, CRAFT DnA + urbangreen**
- **Ilana Preuss, Recast City**
- Cleo Parker Robinson, 2023 Medal of Arts Winner
- Vanessa German, Poet Performer
- Vince Kadlubek, Meow Wolf Founder
- Chuck Mahron, Strong Towns
- Joe Minicozzi, Urban Three
- Dwinita Mosby Tyler of The Equity Project
- Michelle Kobayashi, National Research Center

## DCI DIGITAL REACH

- Email reach ~6,000: E-newsletters, Event E-blasts
- Facebook reach ~1,500: Tagging in event promotions, Averaging 2-3/week January-April
- Twitter reach ~7,500: Tagging in event highlights, Average 2-3/day during event
- LinkedIn ~1,000: Tagging in event promotions, Averaging 2-3/week January-April
- Website includes event-related pages and blog posts highlighting all speakers, sponsors, and partners with posts linked to social media, videos, and storytelling.
- Harness sponsors and host community to amplify communications.

# IN THE GAME

**NETWORK** **COMMUNITY** **EXPLORER** **DINE AROUND** **DOWNTOWN EXCELLENCE** **COLORADO CHALLENGE** **IN THE GAME**

Sponsor Amount	\$750	\$1,500	\$2,500*	\$4,000	\$5,000	\$7,500	\$10,000
VIP Conference Registrations*	1	2	2	2	4	7	10
Award Tickets*			2	2	4	7	10
<b>Priority Access</b>							
Introduce a Keynote Speaker / Session							X
Introduce a Category at Awards							X
Private Access to Awards Speaker					X	X	X
Host a Lunch Workshop / Present topic				X	X	X	X
VIP access to all conference events and reception	X	X	X	X	X	X	X
<b>Event Curation</b>							
Invitation to IN THE GAME Planning Committee						X	X
Craft / Lead Dine-Around Lunch Session				X	X	X	X
Craft / Lead Mobile Tour			X		X	X	X
Invitation to Downtown Awards Selection Committee			X	X	X	X	X
Info in Digital Gallery	X	X	X	X	X	X	X
<b>Recognition + Marketing Benefits</b>							
On-site Collateral and Inclusion Throughout Event							X
Acknowledgement at Conference as Presenting Sponsor							X
Challenge Community Event Recognition for 1 Year						X	X
Branded 300-350 word Blog Post Promoting Dine-Around				X	X	X	X
Logo in Conference Sponsorship in all Conference Materials			X	X	X	X	X
Verbal Acknowledgement at Conference			X	X	X	X	X
Logo in General Sponsorship in all Conference Materials	X	X	X	X	X	X	X
<b>Year-Round DCI Benefits</b>							
Challenge Community Event Recognition for 1 Year						X	X
Co-Host 1 DCI Event During the Calendar Year				X	X	X	X
Membership to DCI (for 10 people)					X	X	X
DCI Referral Services for 1 Year			X	X	X	X	X
Logo on DCI Website for 1 Year	X	X	X	X	X	X	X
Referral Link from DCI Website for 1 Year	X	X	X	X	X	X	X

\* Community/Tour sponsors will cover additional costs generated by out-of-town planned events related to the tour.

\* VIP Conference Registrations unclaimed by Feb 2, 2025 will be made available as scholarship registrations with attributions to the sponsor

\* VIP Excellence Award tickets unclaimed by Feb 2, 2025 will be made available as scholarship / community gifts with attributions to the sponsor

# SPONSORSHIP PACKAGES

## IN THE GAME

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TITLE SPONSOR

\$10,000

One (1) Available

10 Registrations

10 Awards Tickets

## COLORADO CHALLENGE

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PROGRAM SPONSOR

\$7,500

Seven (7) Available

7 Registrations

7 Awards Tickets

## DOWNTOWN EXCELLENCE

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AWARDS SPONSOR

\$5,000

Seven (7) Available

4 Registrations

4 Awards Tickets

## DINE- AROUND

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LUNCH SPONSOR

\$4,000

Up to 20 Available

2 Registrations

2 Awards Tickets

## EXPLORER

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TOUR CURATOR

\$2,500

Up to 10 Available

2 Registrations

2 Awards Tickets

## COMMUNITY

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COMMUNITY SPONSOR

\$1,500

Unlimited Available

2 Registrations

## NETWORK

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NETWORK SPONSOR

\$750

Unlimited Available

1 Registration

# IN THE GAME

## IN THE GAME TITLE SPONSOR

\$10,000

### PRIORITY ACCESS

VIP access to all conference events, including Opening Reception and Awards for Downtown Excellence.

- Ten (10) Conference registrations & Awards tickets.
- All Items must be reserved by **02/05/2025**.
- Introduce and present one category at the Awards event.
- Option to give a brief talk at one evening reception or to introduce one Keynote Speaker.

### RECOGNITION + MARKETING

- Logo and acknowledgment as Title Sponsor in public-facing communications leading to and during event:
- Save the Date communications and Event Brochures
- Onsite Event Collateral: Programs, Session Agendas, Signage (e.g. banners, posters)
- Verbal acknowledgment at all conference events, including Challenge Studio Sessions, Opening Reception, and Downtown Excellence Award event.
- Title Sponsor logo and acknowledgment in the Post-Conference Report.

### EVENT CURATION + LEADERSHIP

- Opportunity to lead a mobile tour or dine-around.
- Option to co-host a Challenge Studio Workshop.
- Online resources integrated with conference tools and engagement (Links must be received by **03/05/2024**).
- Option to serve on the IN THE GAME Committee.

### YEAR ROUND

- One (1) year of DCI benefits, including up to ten (10) individual members per organization.
- Organizational logo on DCI website for one (1) year.
- Name and logo as sponsor / co-host on a DCI educational event of your choice during the calendar year.
- DCI referral services to build awareness among members.

\* VIP Registrations unclaimed by Feb 2, 2025 will be made available as scholarship registrations with attributions to the sponsor

\* VIP Downtown Award tickets unclaimed by Feb 2, 2025 will be made available as scholarship / community gifts with attributions to the sponsor

# COLORADO CHALLENGE

## COLORADO CHALLENGE

### PROGRAM SPONSOR

**\$7,500**

#### **PRIORITY ACCESS**

VIP access to all conference events, including Opening Reception and Awards for Downtown Excellence.

- Seven (7) Conference registrations & Awards event tickets (includes full conference pass to all events).
- All Items must be reserved by **02/05/2025**.
- Private table and seating at Awards event (if applicable).

#### **RECOGNITION + MARKETING**

- Logo and acknowledgment as Colorado Challenge Sponsor in all public-facing communications leading up to and during event.
- Save the Date communications & Event Brochures.
- Onsite Event Collateral: Programs, Signage (e.g. banners, posters).
- Verbal acknowledgment at all conference events, including Opening Reception and Awards event.
- Logo and acknowledgement in Post-Conference Report.

#### **EVENT CURATION + LEADERSHIP**

Opportunity to craft and lead a mobile tour or dine-around. Online resources integrated with event tools and engagement (Links must be received by **02/05/2025**). Option to serve on the IN THE GAME Planning Committee.

#### **YEAR ROUND**

One (1) year of DCI benefits, including up to ten (10) individual members per organization.

- Organizational logo on DCI newsletter for one (1) year.
- Name recognition at Challenge community events for twelve (12) months.
- DCI referral services to build awareness among members.

\* VIP Registrations unclaimed by 02/05/2025 will be made available as scholarship registrations with attributions to the sponsor

\* VIP Downtown Award tickets unclaimed by 02/05/2025 will be made available as scholarship / community gifts with attributions to the sponsor

# DOWNTOWN EXCELLENCE

## DOWNTOWN EXCELLENCE

### AWARDS SPONSOR

\$5,000

#### PRIORITY ACCESS

VIP access to all conference events, including Opening Reception and Awards for Downtown Excellence.

- Private table and seating at Awards event.
- Four (4) registrations & eight (4) Awards event tickets.
- All Items must be reserved by **02/05/2025**.

#### RECOGNITION + MARKETING

Logo and acknowledgment as Sponsor in all public-facing communications leading up to & during event:

- Save the Date communications & Event Brochures.
- Onsite Event Collateral: Programs, Signage (e.g. banners, posters).
- Verbal acknowledgment at all conference events, including Opening Reception and Awards event.
- Logo and acknowledgement on Post-Conference Report.

#### EVENT CURATION + LEADERSHIP

Opportunity to craft and lead a mobile tour or dine around. Online resources integrated with conference tools and engagement (Links must be received by **02/05/2025**). Option to serve on the Awards event selection Committee.

#### YEAR ROUND

One (1) year of DCI benefits, including up to ten (10) individual members per organization.

- Logo on DCI newsletter for one (1) year.
- Name and logo as sponsor/co-host on a DCI educational event of your choice during the calendar year.
- DCI referral services to build awareness among members.
- Option to purchase DCI VIP Membership for \$750.

\* VIP Registrations unclaimed by 02/05/2025 will be made available as scholarship registrations with attributions to the sponsor.

\* VIP Downtown Award tickets unclaimed by 02/05/2025 will be made available as scholarship / community gifts with attributions to the sponsor.



# DINE-AROUND

## DINE- AROUND LUNCH SPONSOR

\$4,000

### PRIORITY ACCESS

VIP access to all conference events, including Opening Reception and Awards for Downtown Excellence.

- Two (2) Conference registrations & Awards event tickets.
- Opportunity to craft content and facilitate a discussion around a case study, relevant project, etc. Note topics do not include direct advertising of sponsor services.
- All Items must be reserved by [02/05/2025](#).

### RECOGNITION + MARKETING

- Acknowledgment as Dine-Around Lunch Sponsor in all public-facing communications leading up to & during event.
- Logo and acknowledgment as Sponsor in all public-facing communications leading up to & during event.
- Save the Date communications and Event Brochures
- Onsite Event Programs.
- Logo and acknowledgement in Post-Conference Report.
- Option to develop a 350-500 word branded blog post to promote the topic or services discussed in the lunch.

### EVENT CURATION + LEADERSHIP

Opportunity to craft and lead a dine-around.

Online resources integrated with conference tools and engagement (Links must be received by [02/05/2025](#)).

Option to serve on the Awards event.

### YEAR ROUND

- One (1) year subscription to DCI monthly e-newsletter.
- Logo on DCI newsletter for one (1) year.
- DCI referral services to build awareness among members.
- Option to purchase DCI VIP Membership for \$750.

# EXPLORER

## EXPLORER TOUR SPONSOR

\$2,500

### PRIORITY ACCESS

- VIP access to all conference events, including Opening Reception and Awards for Downtown Excellence.
- Two (2) Conference registrations and tickets to Awards event.
- Host a specific local tour (sponsors are responsible for working with DCI to shape the content and cover expenses for the logistics (e.g. transportation).
- Option to develop a 350-500 word branded blog post.
- Acknowledgment as "IN THE GAME Tour" Sponsor in all public-facing communications leading up to & during event.
- All Items must be reserved by [02/05/2025](#).

### RECOGNITION + MARKETING

- Logo and acknowledgment as Sponsor in all public-facing communications leading up to & during event.
- Save the Date communications and Event Brochures.
- Onsite Event Collateral: Programs, Signage (e.g. banners, posters).
- Verbal acknowledgment at all conference events, including the Opening Reception and Downtown Awards event.
- Logo and acknowledgement in Post-Conference Report.

### EVENT CURATION + LEADERSHIP

- Opportunity to craft and lead a mobile tour.
- Online resources integrated with conference tools and engagement (Links must be received by [02/05/2025](#)).
- Option to serve on the Awards event selection Committee.

### YEAR ROUND

- One (1) year subscription to DCI monthly e-newsletter.
- Logo on DCI newsletter for one (1) year.
- DCI referral services to build awareness among members.

\* Explorer | Tour sponsors will cover additional costs generated by out-of-town planned events related to the tour.

CURRENT MEMBERS ONLY

## COMMUNITY SPONSOR

\$1,500

### PRIORITY ACCESS

- VIP access to all conference events, including Opening Reception and Awards for Downtown Excellence.
- Two (2) Conference registrations.

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### RECOGNITION + MARKETING

Logo and acknowledgment as Sponsor in all public-facing communications leading up to and during the event, including:

- Save the Date communications and Event Brochures
- Onsite Event Programs.
- Logo and acknowledgement on Post-Conference Report.
- All Items must be reserved by [02/05/2025](#).

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### EVENT CURATION + LEADERSHIP

- Online resources integrated with conference tools and engagement (Links must be received by [02/05/2025](#)).
- Option to serve on the Awards event selection Committee.

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### YEAR ROUND

- One (1) year subscription to DCI monthly e-newsletter.
- Logo on DCI newsletter for one (1) year.
- DCI referral services to build awareness among members.

CURRENT MEMBERS ONLY

## NETWORK SPONSOR

\$750

### PRIORITY ACCESS

- VIP access to all conference events, including Opening Reception and Awards for Downtown Excellence.
- Two (2) Conference registrations
- All Items must be reserved by **02/05/2025**.

### RECOGNITION + MARKETING

Logo and acknowledgment as Sponsor in all public-facing communications leading up to and during the event, including:

- Save the Date communications and Event Brochures.
- Onsite Event Programs.
- Logo and acknowledgement on Post-Conference Report.

### EVENT CURATION + LEADERSHIP

- Online resources integrated with conference tools and engagement (Links must be received by **02/05/2025**).
- Option to serve on the Awards event selection Committee.

### YEAR ROUND

- One (1) year subscription to DCI monthly e-newsletter.
- Logo on DCI newsletter for one (1) year.
- DCI referral services to build awareness among members.

# TESTIMONIALS



**Brian Lujan**  
**Town of Center**

"Center is a small, rural town with limited resources. DCI, the Colorado Challenge Program, DCI's VISTA program, and the IN THE GAME event have helped us establish a toolbox and tap into resources to establish and implement plans for community and economic development. "



**Kat Conner**  
**Eagle Downtown  
Development Authority**

"I attended my first DCI In the Game Conference three years ago and have been immersed in municipal activities to revitalize my Downtown ever since. I was extremely impressed and learned so much! And went from being a small business owner to the Chair of our newly established DDA with great confidence. Thank you DCI!



**Denise Aten**  
**Bohannon Huston**

"DCI's IN THE GAME is a unique opportunity for companies looking to really connect and form lasting relationships with community leaders. IN THE GAME let's us showcase our work and identify new projects and partners each year."

## MISSION

We are the Doers.

We are committed to building downtowns that are prosperous, equitable, creative, and welcoming. United in cause, we are Colorado's downtown champions.

## MEMBERS

Established in 1982, Downtown Colorado, Inc. (DCI) is a nonprofit, membership association committed to building better communities by assisting Colorado downtowns, commercial districts and town centers. With approximately 500 members, DCI serves a diverse group of communities. Members represent downtown organizations, local governments, development and improvement districts, consultants, individuals, and others involved in downtown and community development.

## SERVICES

DCI members receive a wide variety of benefits, including mentorship and referrals, technical assistance, members-only events, discounts on educational events, scholarship opportunities, free professional referrals and phone consultations, access to an online resource library, membership directory, discounts and benefits from partner organizations, and much more.

# IN THE GAME

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## Call us

303.282.0625

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## Email us

[coordinator@downtowncoloradoinc.org](mailto:coordinator@downtowncoloradoinc.org)

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## Visit our website

[www.downtowncoloradoinc.org](http://www.downtowncoloradoinc.org)



# Let's work together.

Get in touch with us about  
sponsorship opportunities today.



# DOWNTOWN COLORADO

**— inc.**

Thank  
**you!**

Feel free to contact us  
if you have any questions.

