

Downtown Committee Event Sponsorship



The Downtown Committee of Syracuse is a supporter of events that energize downtown merchants, provide cultural enhancement of downtown, and brand Downtown Syracuse as a place of vitality, community, culture, and entertainment.

Downtown Committee support is designated for events that:

- Are open to the public and welcome a diverse audience, without discrimination
- Are not political or religious in nature
- Provide disability access
- Are located within the Central Business District
- Promote cultural diversity and awareness
- Drive visitors to Downtown Syracuse and are well attended
- Support the downtown business community, by creating retail activity or a positive economic impact on downtown merchants or benefit a large number of downtown businesses
- Enhance and support Downtown Syracuse culture and entertainment and draw regional attention
- Provide opportunities to brand the Downtown Committee in all collateral materials, websites, and signage
- Encourage partnerships and community involvement

Steps to Apply for Sponsorship Funding:

- Sponsorships are limited to one per applicant or organization a year.
- Submission of a formal, written request on organizational letterhead must be made a minimum of 90 days prior to the event. This request should state event name, date, location, expected attendance, target audience, other funding/organizational partners secured or being sought, measurable objectives for the event, and what specifically is being requested.
- This formal letter of request must be accompanied by a detailed sponsorship opportunity package tailored to the Downtown Committee.
- The sponsored organization must follow-up with the Downtown Committee after the event with collateral material for our files showing our ad placement, logo, etc. to be considered for the following year.
- Contact Laurie Reed, Director of Marketing, at 315-470-1956 or lreed@DowntownSyracuse.com