

## “Downtown Syracuse: Open for Business”

### Cooperative Marketing Program – Program Overview (Round 2)

The Downtown Syracuse Foundation (DSF) invites businesses located in the central business district to apply for participation in the **Downtown Syracuse Cooperative Marketing Program**.

This program will provide **funded marketing support** for collaborative promotions and events by downtown Syracuse businesses. We encourage downtown Syracuse businesses to partner up with one (or more!) City of Syracuse businesses to host events or other paired activities and promotions.

Examples of activities eligible for cooperative marketing support may include, but are not limited to:

- Public events designed to bring people into downtown Syracuse;
- “Sip and shop” events (pairing retail and restaurant);
- “Dinner and a show” package (pairing restaurants and cultural institution programming)
- “Culinary cruises” (samplings from multiple restaurants);
- “Self-care Saturday” (pairing salon packages with retail shopping)

Each business collaboration is eligible to win \$500 in paid marketing services by the DSF.\* Please note that Cooperative Marketing Program funding can be used only for marketing purposes, and not for the event itself.

*\* Advertising purchased by the DSF may include ads on social media (awardee must use DSF approved vendor to purchase ads), radio, print (including posters and banners) or other digital formats.*

#### Application Criteria:

- The Primary Applicant Business must be located within the Central Business District (downtown Syracuse), defined as the geographic area bounded on the east by I-81; on the north by I-690; on the west by Onondaga Creek; and on the south by Adams Street.
- Partnership in each promotion must involve two (or more) businesses that are located within the City of Syracuse.
- All activities must take place before December 15, 2021.
- Promotion must be designed to engage the general public (e.g. it cannot target only existing clients/customers) and take place in downtown Syracuse
- Businesses must be willing to share social media content with the Downtown Syracuse Foundation.
- The awarded businesses must agree to a brief evaluation with the DSF to demonstrate results of funding support.

#### Steps to Apply for Cooperative Marketing Program:

- Please save the fillable Application Form and email your completed request for consideration to Laurie Reed at [LReed@DowntownSyracuse.com](mailto:LReed@DowntownSyracuse.com). Or, print and complete the form and deliver it to the Downtown Committee at 115 West Fayette Street. **Applications are accepted, and awards made, on a rolling basis.**
- Please contact Laurie Reed at [LReed@downtownSyracuse.com](mailto:LReed@downtownSyracuse.com) for more information.