Downtown Boulder Also Produces...

Tulip Fairy and Elf Festival

Taste of Pearl Downtown Boulder

Bands on the Bricks

Pearl Street Arts Fest

Boulder Craft Beer Festival

Fall Fest Downtown Boulder

Munchkin Masquerade

Light Up the Holidays

Join

DOWNTOWN BOULDER PARTNERSHIP

The Downtown Boulder Partnership is committed to ensuring the downtown district and your business are vibrant and successful. Some of our efforts include:

- Keeping downtown clean and safe 7 days a week, 365 days a year.
- Investing over $500,000 in brand and event marketing to attract locals & visitors.
- Producing dozens of free community events that draw over 250,000 people downtown each year.
- Recruiting retail and office tenants to keep our district economically strong.
- Partnering with the City, CU, and others to represent the interests of our members.
- Supporting restoration and public art projects to enhance the beauty and heritage of downtown.

As a dues paying member of DBP at any level, you help further our mission to make Downtown the most lively place to shop, dine, work, live and play in Boulder. Your membership is an investment in your business and our community.

For membership information, please contact us at 303-449-3774 or member@downtownboulder.org.

Join THE DOWNTOWN BOULDER PARTNERSHIP

MEMBERSHIP TYPES

All businesses physically located within the Downtown Boulder Business Improvement District (BID) are automatically included in the program - see map on facing page. BID Businesses benefit from all the great things the DBP does in the district, including maintenance and beautification, marketing and promotion of the district to both consumers and investor markets, market research, regular opportunities to participate in DBP sponsored events and promotional collaborations, a unified voice on downtown issues, and more.

Supporting DBP as a dues paying member demonstrates your commitment to the work we do and allows us to advance that work in support of the Downtown Boulder community.

Business Memberships

Open to any business physically located within the Downtown Boulder BID (see map)

Benefits: All benefits of a BID Business, plus your business is eligible to: participate in DBP Gift Card program, receive the Monthly Member Newsletter, an enhanced listing on the DBP website, access to the DBP member only portal, admission to free member events for all employees, and more.

- **Basic Level..... $249**
- **Bronze Level* $500**
- **Silver Level* $1,000**
- **Gold Level* $2,500**
- **Platinum Level* $10,000**

**Bronze Level membership and above receive all the benefits of a Basic Level Membership, plus increasing levels of sponsorship recognition, such as:*

- Logo & recognition on the Member Portal
- Visual logo & recognition as an All Star Member at member events
- Logo inclusion on quarterly 'thank you' ads in the Daily Camera
- Free & discounted tickets to select events

Contact sponsor@downtownboulder.org for customized sponsorship opportunities.

Co-Working / Landlord Level.....$2,500

Open to any co-working space or landlord with property physically located within the Downtown Boulder BID

Benefits: All benefits of a *BID Business for up to 14 individual businesses,* plus retail/restaurant/service businesses are eligible to participate in DBP Gift Card program, receive the Monthly Member Newsletter, enhanced listing on the DBP website, access to the DBP member only portal, admission to free member events for all employees, and more.

Associate Business Membership $599

Open to any business physically located immediately adjacent to the Downtown Boulder BID (see map)

Benefits: This membership makes your business eligible to participate in the DBP Gift Card program, earns you admission to free member events for all employees, listing on the DBP website, Monthly Member Newsletter, access to member only portal on the DBP website, eligible to participate in DBP sponsored events and promotions.

Friend of Downtown Boulder $399

Open to any business or individual

Benefits: This membership earns you admission to free member events for all employees, listing on the DBP website, Monthly Member Newsletter, access to member only portal on the DBP website, eligible to participate in select DBP sponsored events.

Non-Profit Membership $99

Open to any 501(c)(3) designated organization

Benefits: This membership earns you admission to free member events for all employees, eligible to participate in DB Gift Card program, Monthly Member Newsletter, access to member portal on DBP website.

Individual Membership.....$99

Open to individuals

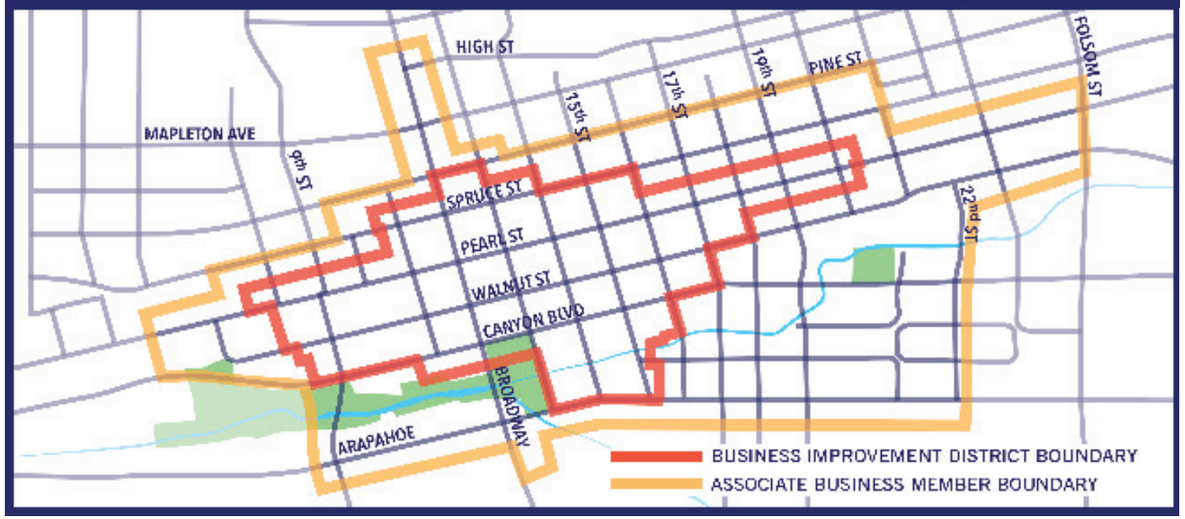
This membership shows your support for the great work DBP does in downtown Boulder and earns you admission to free member events, Monthly Member Newsletter, access to member portal on DBP website.

Gift Card add-on..... +$50

Open to Business, Associate, Co-Working / Landlord, and Non-Profit Members

Add the DBP Gift Card Program to your membership and enable your business to accept the card accepted at over 175 businesses in downtown Boulder.

MAP OF DOWNTOWN BOULDER BUSINESS IMPROVEMENT DISTRICT (BID)



GAIN VISIBILITY

- **Enhanced listing on BoulderDowntown.com.** With over 150,000 views per month, our website is the #1 source of information for visitors downtown. Be top of mind and easy to find with an effective business listing.
- **Gift Card Program.** With over $300,000 redeemed annually at over 175 participating businesses, this program helps you reach customers and encourages them to shop and eat locally. As a participating merchant, your business will be included in unique gift card marketing campaigns, be listed online and on printed lists with every card sold.
- **Promotional Collaborations.** Stay informed on campaigns such as Sidewalk Sales, Foodie Friday, Employee Appreciation Day Discounts, and Small Business Saturday.

ENGAGE WITH YOUR DOWNTOWN COMMUNITY

- **Member Events.** From networking to educational events, mark your calendars for our Annual Awards Luncheon, Social Media Breakfast, Town Hall, Employee Appreciation Day, Customer Service Seminar and Holiday Party.
- **Business Meetups.** Join neighboring retailers, restaurants and offices for regular discussion on various trends and topics appropriate for your sector. Meetups are a great opportunity to brainstorm, share ideas, and network with other businesses in the district!
- **East & West End Meetings.** Expand your network, meet your neighbors and speak your voice at our quarterly East & West End meetings.
- **Join a DBP Board or Committee.** The DBP is an umbrella organization for three different organizations: the Downtown Boulder Partnership [501(c)6], the Downtown Boulder Foundation [501(c)3], as well as the Business Improvement District (BID). If you are interested in board openings or in joining a committee please contabember@downtownboulder.org.
- **Volunteer.** As an individual, with fellow staff or your entire office. Volunteering downtown is a great way to stay engaged. For current opportunities please contact events@downtownboulder.org.

STAY CONNECTED

- **Members Only Portal.** Access the exclusive online directory with addresses and contact information for our 400+ members. Download reports and utilize business resources.
- **Monthly Member Communications.** Stay up-to-date on downtown happenings with our exclusive members-only newsletter. Be the first to hear about business discounts, networking events, sales tax figures, openings/closings and participation opportunities.