



DOWNTOWN SPOKANE PARTNERSHIP



2026 sponsor opportunities





DOWNTOWN SPOKANE
PARTNERSHIP

YOUR SUPPORT COUNTS

what is the downtown spokane partnership?

The Downtown Spokane Partnership (DSP) is a private, non-profit membership organization that serves as Spokane's central city advocate and service provider of the Downtown Spokane Business Improvement District. Dedicated to enhancing the quality and vitality of downtown Spokane as the basis for a healthy region the DSP accomplishes its mission through advocating for public policies, business and project development, quality planning, physical improvement projects, public safety, beautification, and marketing programs that ensure downtown's continued success.

about the business improvement district

The Downtown Spokane Business Improvement District (BID) is a unique financing mechanism that enhances municipal services to more than 850 business owners and 350 property parcels inside the 80-block BID area.

Businesses and properties located in the BID are part of an exclusive group that actively invest in making downtown Spokane the center for commerce, culture, and living in the Intermountain Northwest.

why your support matters

Downtown Spokane is the place where our community comes to celebrate and enrich their lives with culture in our city's living room! By making sponsorship of the DSP's events and programs a key element in your annual marketing plan, you're investing in improving the quality of life for everyone in our community. Whether interested in exploring one or several opportunities, the DSP is ready to provide you with information that can help with your decision.

SPONSORSHIPS HELP YOUR ORGANIZATION

connect with your target audience

attain high-level visibility

drive new business

develop a connection between your business
and a specific downtown spokane event

align with a trusted community partner

DSP EVENTS



Yearly, DSP's events unite leaders from Spokane businesses and organizations. These programs offer sponsors a chance to showcase their support for a thriving downtown. Additionally, DSP members, property owners, and BID tenants learn about DSP's unique efforts to attract, support, and retain employers, investors, residents, and visitors in the heart of the Inland Northwest.

best in bid & annual meeting

Celebrate Downtown Spokane's past year and energize the year ahead with us! Let's showcase our plans and achievements, leveraging downtown's unique appeal to attract residents, tourists, corporations, and retailers. Join 100 to 250+ leaders from diverse businesses and organizations at this annual event.

Celebrate downtown Spokane's best businesses by sponsoring the 2026 Best in BID Awards. Winners will be honored on February 25, 2026 at the DSP Annual Meeting. Gain visibility and show your support for Spokane's vibrant business community. Contact us today to get involved!

- Presenting Sponsor | \$6,000 (Exclusive)
- Best in BID Sponsor | \$3,000 (Exclusive)
- Partner Sponsor | \$500

state of downtown & downtown awards

Attended by elected officials, community and business leaders, and downtown champions, State of Downtown celebrates downtown's resiliency with a preview of exciting new initiatives contributing to a growing urban community.

The program features inspiring keynote speakers, mayoral address and program production that drives media coverage for partners and sponsors.

- Sponsorship range \$1,000 - \$15,000, Inquire for details

*Secure sponsorship by March 1, 2026 for invitation inclusion

member mixer

Become a key player in community engagement by sponsoring a DSP Member Mixer. Your brand will be prominently featured at this exclusive event, connecting members for networking and collaboration in the heart of the city. Join us in fostering vibrant connections at the Downtown Member Mixer – where collaboration makes a lasting impact.

- Event Sponsor | \$2,500 per event | 3 available

downtown dialogue

These forums create an open dialogue on downtown-centric issues. It's a two-way street, involving DSP members and the community in decision-making. Downtown Dialogue events feature expert keynote speakers and local panelists in a relaxed setting. Dive into discussions on downtown planning, development, current issues, and more.

- Presenting Sponsor | \$3,500 (Exclusive)

business breakout

These informative sessions aim to provide valuable insights, practical tips, and helpful hints on optimizing business operations in downtown. Discover strategies for success, connect with fellow entrepreneurs, and gain a deeper understanding of the unique aspects of conducting business in the heart of Spokane.

- Presenting Sponsor | \$2,000 | Minimum 4 events
- Event Sponsor | \$500 per event



BUSINESS EVENTS



As part of the DSP's mission to foster an economically vibrant downtown, our team creates annual promotions and activities that showcase downtown's unique character while equipping businesses with valuable tools for success. By sponsoring these events, you play a vital role in empowering local entrepreneurs with the visibility, resources, and support they need to thrive.

CITY SQUAD

Launched by DSP in 2022 to welcome employees back following shutdowns, City Squad celebrates collaboration and supports local businesses with unique promotions all year long to foster small business success and community among the downtown workforce.

- Presenting Sponsor | \$10,000
- Summer Camp (August) | \$5,000
- Spirit Week (October 19-23) | \$5,000

summer camp

Imagine your entire downtown transforming into a collaborative "campground," where local businesses become activity hubs, employees from all sectors connect, and the spirit of teamwork, creativity, and fun energizes the whole area. This is a multi-day or multi-week event designed to promote employee wellness, cross-industry networking, and local business engagement.

spirit week

Spirit Week brings new energy to downtown offices with themed dress-up days, friendly competition, and special promotions from local businesses. Each day features interactive activities and contests for teams and individuals—offices can post photos or videos of their spirit for a chance to win daily prizes and the "Downtown Choice" grand prize, while individuals can scan QR codes at participating businesses to enter prize drawings and boost their chances with every visit.

first friday

First Friday is a self-guided tour that takes place on the first Friday of each month. The community is invited to come downtown and enjoy an evening of drawings, paintings, prints, sculpture, ceramics, photography, fiber, and other visual arts, as well as diverse live performances, including music, dance, and theater.

- Presenting Sponsor | \$6,000
- One Month Sponsor | \$1,000

spring clean week/fall clean week

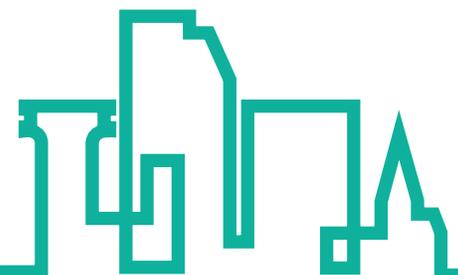
Downtown Spokane has hosted legacy events since the Lilac Festival began in 1938, evolving to include Bloomsday, Hoopfest, Pride, and more. Since 2016, downtown has welcomed spring by inviting businesses and volunteers to "sweep off the front porch" and prepare for thousands of visitors. Participants are invited back for a second clean-up in early fall.

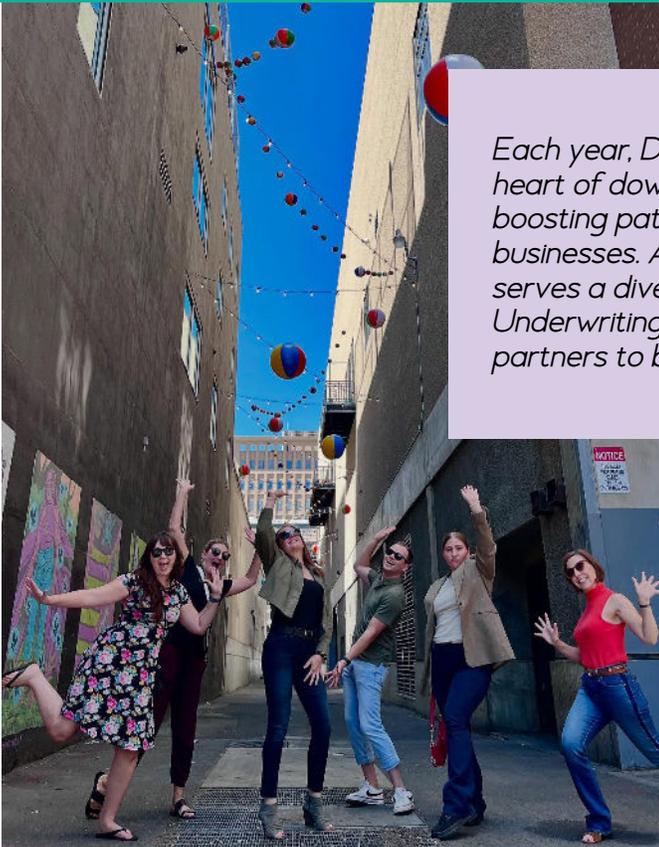
- Presenting Sponsor | \$2,500

summer safety week

In early August, we host Summer Safety Week, featuring National Night Out Against Crime (NNO) on Tuesday, 4-7 PM on Wall Street. Partner with us and the Riverside Neighborhood Council to support a clean, safe, and inclusive community while showcasing your brand.

- Presenting Sponsor | \$2,500





Each year, DSP staff work to curate high-quality events in the heart of downtown, drawing in the regional community and boosting patronage, sales, and awareness for downtown's local businesses. As Spokane's central neighborhood, downtown serves a diverse audience of workers, visitors, and residents. Underwriting through grants and sponsorships allows event partners to be able to present all activities at no charge.

alleyway programming

The DSP is enhancing alleyways in the heart of downtown Spokane. By investing in improvements to make these spaces more pedestrian-friendly and inviting, the alleyways provide greater opportunities for events and activities while showcasing "back door" business opportunities. Partner with the DSP as we launch new programming to highlight these uniquely transformed spaces this year.

Sponsoring art in alleys is an opportunity to help transform downtown's hidden spaces into vibrant, welcoming destinations. This initiative supports local artists while activating underused areas with murals, installations, and creative lighting that enhance walkability and community pride. Sponsors play a key role in bringing these projects to life—adding color, culture, and connection to the heart of downtown Spokane while aligning their brand with creativity and civic revitalization.

- Opportunities available on request

experience wall street

Nestled in the heart of downtown Spokane, Wall Street stands as a prime venue for engaging both residents and visitors in a variety of in-urban programming. This vibrant Festival Street serves as a dynamic space to showcase the rich diversity and culture of our community.

- Opportunities available on request

wine on wall

Wine on Wall is a monthly tasting series presented in partnership with Visit Spokane and the Spokane Winery Association, celebrating local wine and downtown culture from May 20 through September 30. Guests can enjoy four wine pours for \$20, with options to purchase additional glasses or bottles to take home.

- Presenting Sponsor | \$2,500

post street

Post Street, between Main Ave and First Ave, has become a hub for living, dining, shopping, staying, and playing in our community. In 2026, the DSP and its partners aim to further invest in this unique space, enhancing programming, fostering community engagement, and more. Together, we're working to transform Post Street into a one-of-a-kind festival street that sets a new standard for urban experiences.

- Opportunities available on request

post work-out series

In 2026, the popular eight-week outdoor yoga series returns to downtown Spokane, now taking place on Post Street between Main Avenue and Riverside Avenue. Originally launched in 2016 with nearly 350 weekly participants, the program has continued to grow through partnerships with local studios, it has become a signature summer experience—inviting hundreds of residents and visitors to enjoy movement, mindfulness, and community in the heart of downtown.

- Presenting Sponsor | \$4,000

HOLIDAYS



From festive shopping and carolers to dazzling lights and displays, downtown Spokane offers all the ingredients for creating cherished memories. Each year, a new holiday theme engages locals and visitors with family-friendly activities. Join us in spreading the spirit of the season by participating in and presenting holiday activities in Downtown Spokane.

merry & magical holiday kick-off

In 2024, the DSP and Visit Spokane introduced an exciting new centerpiece for the holiday season. With enhanced lighting and festive cheer along Post Street. Join us as we kick off the holidays alongside Santa's grand arrival at River Park Square. Enjoy a sneak peek of the season ahead with holiday sing-alongs, horse and carriage rides, live entertainment, a beer garden, and more.

- Opportunities available on request

holiday display contest

Participating businesses will receive a kit of holiday decorating supplies to transform their storefronts. The most creative use of those materials will be chosen by public vote. Five votos will be selected at random to win downtown gift cards.

- Presenting Sponsor | \$3,000

brushes & boughs

Celebrate the season with the Holiday Tree Decorating Contest, supporting local nonprofits. On Saturday, November 22, artists will live-paint holiday trees that will go on display beginning November 29 at 818 W. Riverside Ave. Visitors can vote for their favorite tree by scanning the QR codes at each display. The tree with the most votes will earn a \$500 donation to the Spokane-based charity it represents.

- Presenting Sponsor | \$3,000

small business saturday & 12 deals of downtown

The DSP proudly champions local retailers, inviting the community to patronize businesses the Saturday following Thanksgiving as Small Business Saturday's Neighborhood Champion. DSP continues to promote deals, discounts, and promotions through December with the 12 Deals of Downtown, amplifying existing promotions and incentivizing online engagement through prize drawings.

- Presenting Sponsor | SOLD

kids holiday fun

Kids 12 and under use a Passport to discover a hidden image in 25 downtown locations. Each located image completes a section of their passport. Upon finding ten images, they can return the Passport, entering into a grand prize drawing for one of three family prize packs

- Presenting Sponsor | \$3,000



PLAN AHEAD

In 2026, the Downtown Spokane Partnership and the Business Improvement District will celebrate 30 years of strengthening Spokane's core through supplemental municipal services, economic vitality, and community stewardship. Our team of nearly 30 works every day to ensure downtown's future is bright and vibrant.

Over three decades, downtown Spokane has transformed—the redevelopment of River Park Square, the renewal of Riverfront Park, and the opening of One Spokane Stadium all building toward the city center we know today.

The "30 for 30" anniversary will celebrate these achievements while leaving 30 new contributions to Spokane—initiatives, projects, and experiences that will carry the city forward.

Join us in this yearlong celebration. Be part of a signature event, sponsor a program, or invest in placemaking to help shape the next 30 years.

2026 SAVE THE DATE Dates are tentative

annual meeting & best in bid | February 25

state of downtown & annual awards | June 5

member mixer | April 15, July 15, December 9

business breakout | As needed

spring clean week | April 27 – May 1

summer safety week | August 3–7

fall clean-up week | October 12 – 16

city squad summer camp | August 3–28

spirit week | October 19 – 23

first friday | First Friday of the month

spring in spokane | May 3 – June 28

summer in the city | July/August

downtown holidays | November 21 – December 31

AUDIENCE OVERVIEW Numbers reflect 2025 mid-year (June 30)

 **1,700 businesses**
represented

 **6.6 MILLION**
total downtown
visitors (in 2024)

 **followers: 22,600**
reach: 624,000

 **followers: 24,400**
reach: 125,500

 **followers: 3,500**
reach: 74,000

 **132,106**
website users

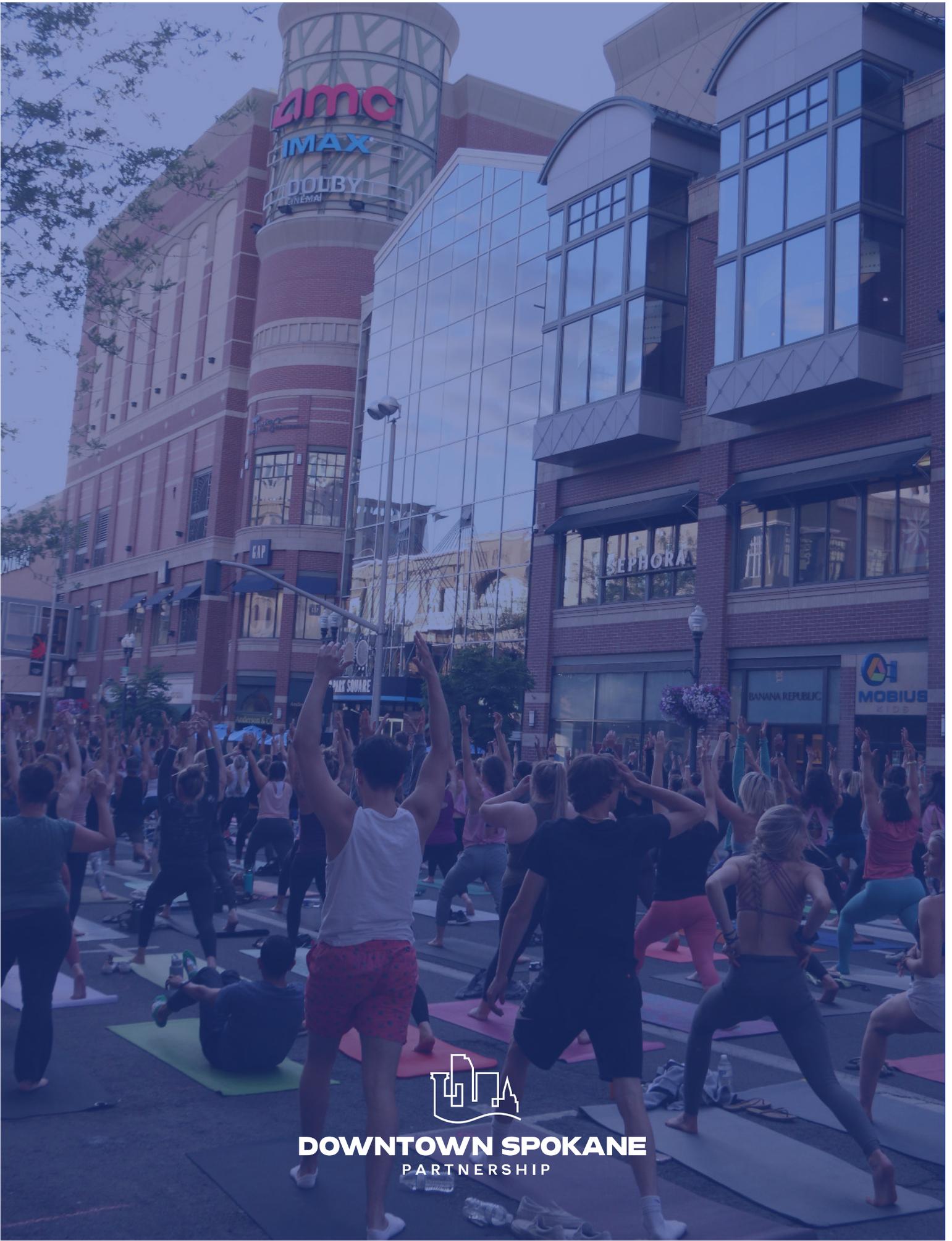
 **7,000 enews**
subscribers



for more information
about sponsorship
opportunities contact:

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