

INVEST DOWNTOWN

Colorful Bridgeport Programs to Sponsor

Color It In: Public Art (\$1,000)

The DSSD has several public art installations in the works. Local artists can customize utility box designs, or other installation locations, that serve to beautify Downtown Bridgeport and feature a company or organization's logo and/or business name. Painted boxes add great vibrancy and vitality to the district, by adding color and character to the street level experience.

Colorful Crew: Beautification (\$500)

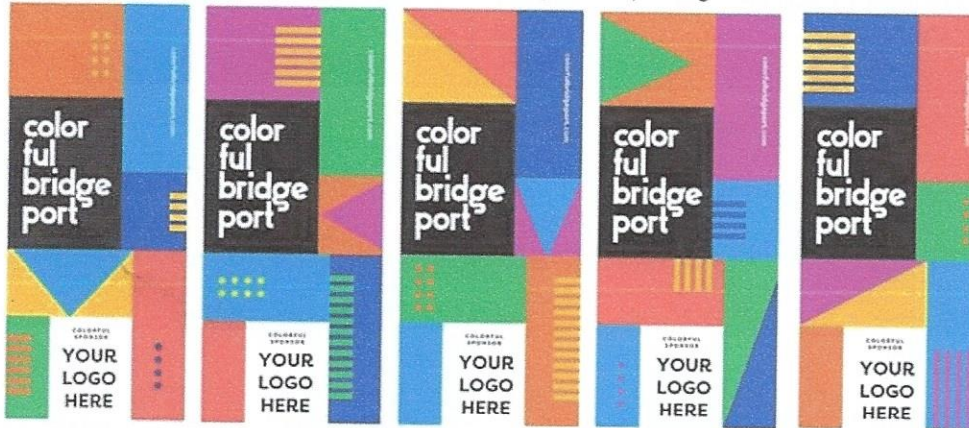
The pocket parks, planters, and tree beds that line the streets of Downtown Bridgeport are available for sponsorship! Beautifying these streetscape elements benefit all businesses, residents, and visitors by adding vibrancy to our city. Signage acknowledging your sponsorship can be included, depending on site selection.

In Living Color: Virtual Marketing (\$500)

The DSSD has partnered with local creators to produce engaging virtual creativity on different media platforms. Each sponsored segment features a local creative sharing what they do best in their respective discipline – music, poetry, painting, sculpting, comedy, and more – live across multiple social media platforms. Sponsor logos and a "Brought to you by..." message would accompany each segment.

A Pop of Color: Decorative Light Pole Banners (\$250)

Decorative light pole banners enliven Downtown Bridgeport's streetscape while welcoming visitors and providing a promotional opportunity for local businesses to be visible to residents, college students, daytime workers, and visitors. Banners sized 2' x 4' (24" x 48") will be displayed for one year beginning in June 2022 on light poles along Main Street, Broad Street, and around McLevy Green. Your firm may select and color scheme to complement your logo.



Colorful Eats: Bridgeport Bucks (\$200 and up)

Bridgeport Bucks are printed \$5 coupons that are redeemed for produce at the Downtown Farmers Market. Sponsors have the option to distribute the Bridgeport Bucks amongst staff and clients, as well as have the farmers market share them with its 7,500+ seasonal attendees.



visit us @ colorfulbridgeport.com



Lauren Coakley Vincent | President + CEO
 Bridgeport Downtown Special Services District
 938 Broad Street
 Bridgeport, CT 06604
 T: (203) 908-3622 | E: lauren.dssd@infobridgeport.com

colorfulbridgeport.com
[Instagram](#) | [Facebook](#) | [Twitter](#)

Invest in Downtown Bridgeport and Promote Your Company!

Lauren <lauren.dssd@infobridgeport.com>

Mon 3/28/2022 2:32 PM

To: Elaine Braithwaite <ebraithwaite@bridgeportpubliclibrary.org>

Dear Elaine,

As you know, the [Bridgeport Downtown Special Services District \(DSSD\)](#) serves a commercial area that represents a diverse tapestry of the wider Bridgeport community. It's institutions like the Bridgeport Public Library, our public parks, and the cultural offerings in the neighborhood that create connection points that foster the sense of community so special to the Downtown and the city. As Downtown Bridgeport, and the rest of the world, re-emerges from the pandemic and slowly returns to normal, it is more important than ever to support local businesses. The stability and success of our Downtown will be a point of hope as the city rebuilds and emerges from the COVID-19 pandemic.

I am reaching out to share information about sponsorship opportunities, such as the Decorative Light Pole Banner program, which Bridgeport Public Library was so generous to participate in last year. I am hoping you all will consider doing the same this year, and I would be happy to discuss other sponsorship opportunities noted in the list below, if they are of interest. **Sponsorship provides your company with a high level of visibility to Downtown Bridgeport's 250,000 residents, office workers, students, and visitors that come through the district each year.** Your investment in our programming is also an opportunity to demonstrate your commitment to the Downtown.

As a Partnering Sponsor, your company will receive:

- Name and logo with a link to your website included on [ColorfulBridgeport.com](#).
- Regular thank you's shared on the Colorful Bridgeport social media channels: [Instagram](#), [Facebook](#), and [Twitter](#).
- Logo and company name listed on any sponsored program, as detailed below.
- Name inclusion in promotions leading up to and during DSSD events.

The cost of sponsoring one banner as you did last year is \$250. I hope we can count on your continued support! I would be happy to meet or set up a call to discuss any questions or additional information you may need about the banner program or the other sponsorship opportunities included below. Thank you for your consideration of this request. Please do not hesitate to contact me at (203) 908-3622 or lauren.dssd@infobridgeport.com.

Best,
Lauren