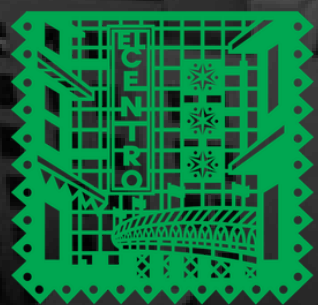




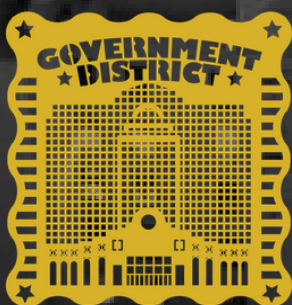
DOWNTOWN EL PASO 2026

SPECIAL EVENT
SPONSORSHIP

PACKAGES



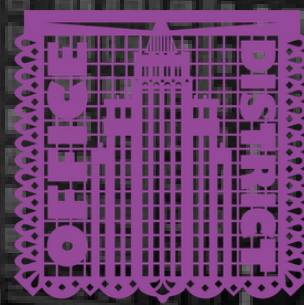
EL CENTRO
Shops On The Border



GOVERNMENT DISTRICT



LAS PLAZAS
Arts District



OFFICE DISTRICT



UNION PLAZA
Nightlife and Entertainment

ABOUT

THE DOWNTOWN MANAGEMENT DISTRICT

The El Paso Downtown Management District (DMD) is a municipal government focused on delivering economic development-driven initiatives, projects, programs, and services that create a more vibrant, welcoming environment.

MISSION

To serve as a valuable and compelling driving force in facing the challenges and opportunities impacting Downtown El Paso.



MEDIA VALUE & REACH

AS OF JANUARY 2026



12,385

Newsletter
Subscribers



2,826

SMS Subscribers



downtownelpaso.org

82k

Unique Visits
Per Year



70.1k+

Instagram
Followers



40.7k+

Facebook Fans



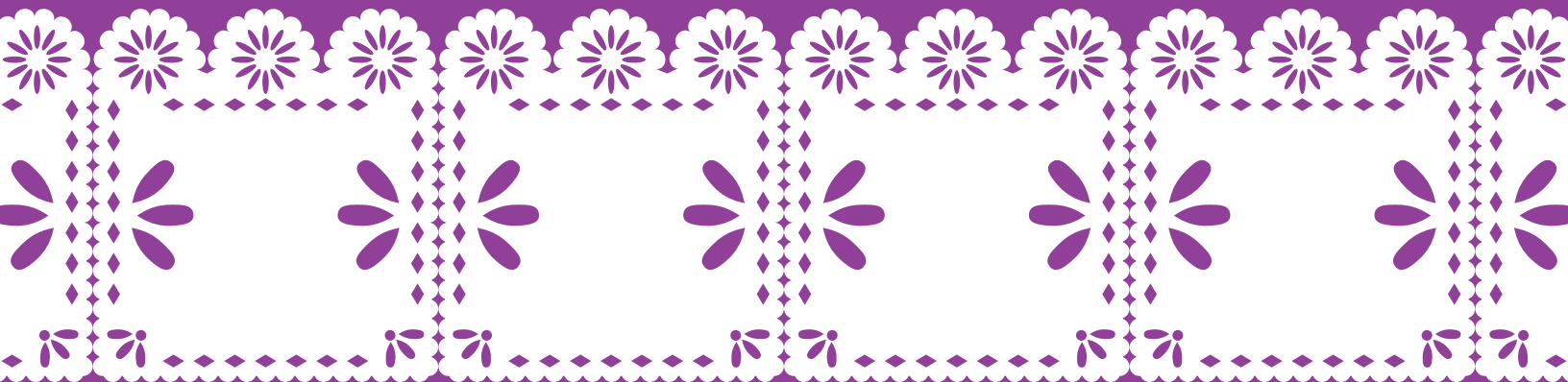
17.5k+

X Followers



4.0k+

TikTok Followers





The Downtown Barstool Open is El Paso's largest and most spirited mini golf tournament. Teams of four travel through a variety of Downtown bars, restaurants, and hotels, each featuring a uniquely designed mini-golf hole. The event combines friendly competition with food, drinks, and lively atmospheres, creating a one-of-a-kind experience. It's become a signature tradition that highlights local businesses while drawing hundreds of participants to explore Downtown.

Saturday, January 31, 2026



Downtown Restaurant Week is a highly anticipated annual celebration of El Paso's vibrant culinary scene. For one week, participating Downtown restaurants roll out exclusive menus, special pricing, and signature dishes crafted just for the occasion. The event highlights the creativity and diversity of local chefs while inviting the community to discover new flavors and revisit favorite spots. It's a delicious way to experience the heart of the city and support the restaurants that make Downtown a true foodie destination.

April 3-12, 2026



Selena & Salsa Market is a lively, family-friendly celebration of music, culture, and flavor in Downtown's historic Union Plaza. The event features a high-energy Selena tribute band, salsa tastings, and a crowd-favorite look-alike competition. Local vendors, food trucks, and interactive activities create a festive market atmosphere for all ages. It's a signature Downtown event that blends community pride with unforgettable entertainment.

Saturday, May 30, 2026



Downtown Employee Appreciation Day celebrates the thousands of individuals who keep Downtown thriving every day. This annual tradition treats the workforce to a full day of fun with free food, live music, games, giveaways, and interactive activities. From morning to evening, employees can relax, connect, and enjoy special perks designed just for them. It's our way of saying thank you to the people who power Downtown's success.

Thursday, September 17, 2026



The Downtown Tasting Tour invites guests to explore the flavors of Downtown El Paso with exclusive tastings from a curated collection of local restaurants. Participants stroll from stop to stop, enjoying an evening filled with food, community, and the vibrant atmosphere of Downtown. The Downtown Tasting Tour is a highly sought after event, with tickets selling out within hours.

Wednesdays:
February 11, 2026
April 29, 2026
June 10, 2026
August 12, 2026
October 28, 2026
December 9, 2026

WELLNESS & MINDFUL

DOWNTOWN EL PASO



NEW EVENT

The Downtown Wellness & Mindful Series invites the community to recharge in the heart of the city with outdoor yoga sessions and a curated wellness market. Guests can flow through energizing classes led by local instructors, then explore healthy food vendors, holistic products, and mindful living resources. This series creates a welcoming space for balance, connection, and self-care. By blending movement, nourishment, and community, it highlights Downtown as a hub for wellness and vitality.

Saturdays:
March 21, 2026
June 27, 2026
August 22, 2026
November 14, 2026



The Downtown Business Mixer brings together downtown business owners, employees, and residents of Downtown El Paso for an evening of connection and collaboration. Hosted at rotating Downtown hotels and venues. Each mixer offers the perfect setting to meet new faces and strengthen professional relationships. Guests have the opportunity to share ideas, discover partnerships, and spark new projects. It's a valuable space for fostering growth and strengthening the Downtown community.

Wednesdays:
March 25, 2026
May 20, 2026
July 29, 2026
September 23, 2026



NEW EVENT

The Downtown El Paso Coffee Market is a curated experience designed for coffee lovers. Guests can sample tastings from Downtown's favorite cafés alongside specialty vendors from across the city. While the market highlights all things coffee, it also features a mix of local artisans and small businesses. The result is a lively community gathering that celebrates flavor, craft, and Downtown culture.

Saturday, October 17, 2026



DOWNTOWN BARSTOO & OPEN





Downtown Barstool Open

The Downtown Barstool Open is back and bigger than ever! After years of steady growth, this year marks our largest expansion to date growing from 18 to 27 miniature-golf holes and participating bars and restaurants. Attendance is also growing, with 1,500 players expected, up from 1,000 last year. This signature Downtown experience has become a premier annual tradition for participants, local bars and restaurants, and the Downtown Management District. Players will putt their way through three unique 9-hole courses spread across 27 Downtown venues.

The Barstool Open event captures regional attention through various promotional efforts. These efforts reach thousands of residents and visitors through a strategic marketing campaign that includes organic and paid social media, direct email, printed media, and traditional advertising.

**SATURDAY, JANUARY 31, 2026
10AM-3PM**

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	AMOUNT
Presenting Sponsor (1 available)	\$15,000
Premier Sponsor (s)	\$10,000
Partner Sponsor (s)	\$5,000
Supporting Sponsor	\$2,500
Birdie Sponsor	2,500
IN-KIND SPONSORSHIP	

Presenting Sponsor - \$15,000

Sponsorship includes exclusive identification as the Presenting Sponsor for the 2026 Barstool Open with prominent logo placement on all print, electronic, and broadcast media.

Included:

- Signage at event
- Ability to include materials in participant packets
- Logo on paid and earned media
- Mention in social media blasts (Facebook, Instagram, X)
- Insider Weekly Newsletter
- Logo placement on event website
- Logo on event banners
- Naming rights to all three courses
- Three team entries
- First rights to future sponsorships
- 200 promotional commercials (:30 spots mentioning the event and sponsor as presenting sponsor) across KLAQ (95.5 FM), KISS FM (93.1 FM), and 600 ESPN El Paso (reaching an estimated 200,000+ listeners in the El Paso market) (Runs December through January)
- 25 branded commercials (:30 custom ads for your brand tied to the event) on the three stations in January
- 1 collaborative social media post (joint content creation and posting with event organizers on Facebook, Instagram)

Premier Sponsor - \$10,000

Sponsorship includes exclusive identification as an event sponsor with prominent logo placement on marketing and advertising materials.

Included:

- Opportunity to display your branding with a booth at the Pre-party and Registration
- 9 mentions in social media blasts (Facebook, Instagram, X)
- 4 mentions in 'Insider' Weekly Newsletter leading up to the event
- Logo placement on event website
- Logo on event banners
- Two team entry
- 100 promotional commercials (:30 spots mentioning the event and sponsor) across KLAQ (95.5 FM), KISS FM (93.1 FM), and 600 ESPN El Paso (Runs December through January)
- 20 branded commercials (:30 custom ads for your brand tied to the event) on the three stations
- 1 collaborative social media post (joint content creation and posting with event organizers on Facebook, Instagram)

Partner Sponsor - \$5,000

Sponsorship includes exclusive identification as an event sponsor with prominent logo placement on marketing and advertising materials.

Included:

- Opportunity to display your branding with a booth at the Pre-party and Registration
- 6 mentions on social media blasts (Facebook, Instagram, X)
- 2 mentions in 'Insider' Weekly Newsletter leading up to the event
- Logo placement on event website
- Logo on event banners
- Two team entry

Supporting Sponsor - \$2,500

Sponsorship includes exclusive identification as an event sponsor with prominent logo placement on marketing and advertising materials.

Included:

- Opportunity to display your branding with a booth at the Registration
- 3 mentions on social media blasts (Facebook, Instagram, X)
- 1 mention in 'Insider' Weekly Newsletter leading up to the event
- Logo placement on event website
- Logo on event banners
- One team entry

Birdie Sponsor (Pre-Party & Registration) - \$2,500

Sponsorship includes exclusive identification as Birdie Sponsor with logo placement on select print and digital materials. You will be the host of the pre-party and event registration. *Host must be located in Downtown El Paso, all production needs, including staging, sound equipment, fencing, and other setup requirements, will be fully covered by the host.*

Included:

- Exclusive Host of the registration and awards ceremony.
- Recognition as "Birdie Sponsor" on select digital materials
- Website: Mid-tier logo + clickable link
- Social Media:
 - 2 dedicated posts (across Facebook, Instagram, and X)
 - 5 story mentions/tags leading up to event
- Press Release: Listed in sponsor section
- Verbal Mentions at Event: 3 times throughout the event.

In-kind Sponsor

We are always looking for people who would like to contribute their services or products as an in-kind sponsorship. We are also happy to work with you to create a customized sponsorship package that fits your needs!





Downtown Restaurant Week

April 3-12, 2026

Downtown Restaurant Week is a celebration of flavor, creativity, and community in the heart of El Paso. From April 3-12, 2026, Downtown restaurants will showcase exclusive menus, special pricing, and one-of-a-kind dishes that highlight the talent and diversity of our local culinary scene.

This annual weeklong event invites food lovers to explore new tastes, rediscover old favorites, and experience the vibrant restaurant culture that defines Downtown El Paso.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	AMOUNT
Main Dish Sponsor (Presenting)	\$3,500
Side Dish Sponsor(s)	\$1,500
IN-KIND SPONSORSHIP	

Main Dish Sponsor - \$3,500

As the Main Dish Sponsor, your company will receive premier visibility and recognition across all event promotions and media platforms.

- **Exclusive Title Branding:** "Downtown Restaurant Week presented by [Your Company]" featured on all event materials.
- **Media Recognition:** Verbal mention in all radio, media, and press coverage.
- **Social Media Exposure:** 10 mentions/tags across Facebook and Instagram during the campaign.
- **Newsletter Feature:** 3 dedicated mentions in the Downtown Insider weekly newsletter.
- **Digital Visibility:** Prime logo placement on the event website with a direct link to your company's page.
- **Print Visibility:** Prominent logo placement on all promotional materials, including table tents and flyers.
- **Priority Sponsorship Rights:** First rights for future Downtown Restaurant Week sponsorships.

Side Dish Sponsor - \$1,500

As a Side Dish Sponsor, your company will receive strong visibility and recognition across Downtown Restaurant Week promotions.

- **Digital Visibility:** Logo placement on all pre-event digital marketing materials and the official event webpage, with a direct link to your company's page.
- **Social Media Exposure:** 3 mentions/tags across Facebook and Instagram during the campaign.
- **Newsletter Feature:** Recognition in 2 editions of the Downtown Insider weekly newsletter leading up to Restaurant Week.

In-kind Sponsor

We are always looking for people who would like to contribute their services or products as an in-kind sponsorship. We are also happy to work with you to create a customized sponsorship package that fits your needs!





Selena and Salsa Market

Selena & Salsa Market is a vibrant, family-friendly event celebrating music, culture, and flavor in the heart of Downtown El Paso.

This exciting market features live music, Selena-inspired vendors, a salsa-tasting competition, a look-alike competition, and unique shopping experiences. Guests can enjoy performances, discover local businesses, and engage with the community while celebrating the Queen of Tejano and the rich flavors of salsa.

Expected Attendance:

2,000 Attendees
30+ Vendors and Food Trucks
7 Salsa Tasting Stations

SATURDAY, MAY 23, 2026

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	AMOUNT
La Reina Sponsor (Presenting)	\$10,000
El Sabor Sponsor (Partner)	\$5,000
El Ritmo (Entertainment Sponsor)	\$3,000
La Fiesta Sponsor	\$1,000
IN-KIND SPONSORSHIP	
Printing/Media	
Entertainment	

La Reina Sponsor - \$10,000

As the Presenting Sponsor, your brand will be featured prominently as the primary partner of the Selena & Salsa Market, ensuring maximum exposure across all event media.

Included:

- **Exclusive Title Branding:** "Selena & Salsa Market presented by [Your Company]" featured on all event materials.
- **Premier Logo Placement:** Top-tier logo placement on all event signage, flyers, and marketing materials.
- **Digital Visibility:** Prominent logo placement on the official event website with a direct link to your company's page.
- **Social Media Exposure:** Featured in all social media posts across Facebook, Instagram, and X.
- **Media Recognition:** Mention in all radio, media, and press coverage.
- **On-Stage Acknowledgment:** Recognition from the stage MC throughout the event.
- **On-Site Presence:** Option to table or host branded activation at the event.
- **Priority Sponsorship Rights:** First right of refusal for future Selena & Salsa Market sponsorships.

El Sabor Sponsor - \$5,000

As El Sabor Sponsor, your company brings the flavor and heart that make the Selena & Salsa Market come alive. This tier celebrates the sponsors who add spice, warmth, and community spirit to the experience.

Included:

- **Logo Visibility:** Logo placement on select event signage, flyers, and print materials.
- **Digital Presence:** Logo featured on the official event website with a direct link to your company's page.
- **Social Media Exposure:** 5 mentions/tags across Facebook, Instagram, and X during the campaign.
- **Newsletter Feature:** Recognition in 2 editions of the Downtown Insider weekly newsletter leading up to the event.
- **On-Stage Acknowledgment:** Mention by the MC during the Selena & Salsa Market.

El Ritmo Sponsor - \$3,000

As the El Ritmo Sponsor, your company sets the beat that keeps the Selena & Salsa Market moving. This tier highlights the sponsors who power the stage, performances, and the vibrant rhythm that brings the celebration to life.

Included:

- **Stage Visibility:** Logo placement on or near the main stage where performances take place.
- **Digital Presence:** Logo featured on the official event website with a direct link to your company's page.
- **Social Media Exposure:** 3 mentions/tags across Facebook, Instagram, and X during the campaign.
- **On-Stage Acknowledgment:** Acknowledgment by the MC before and after live performances.

La Fiesta Sponsor - \$1,000

As a La Fiesta Sponsor, your company helps keep the celebration going! This tier recognizes sponsors who bring the energy, joy, and community spirit that make the Selena & Salsa Market an unforgettable experience.

Included:

- **Digital Presence:** Logo featured on the official event website with a direct link to your company's page.
- **Social Media Exposure:** 1 mention/tag across Facebook, Instagram, and X during the campaign.
- **Newsletter Feature:** Recognition in 1 edition of the Downtown Insider weekly newsletter leading up to the event.





Downtown Employee Appreciation Day

Downtown Employee Appreciation Day is an annual event that celebrates the hard work and dedication of Downtown's workforce. This fun-filled day features exciting contests, fantastic giveaways, delicious free meals, live entertainment, and much, much more! Downtown Employee Appreciation Day also offers a unique opportunity for employees to network and connect with other members of the Downtown community, building stronger relationships and a more cohesive work environment.

Engagement Opportunity: Hands-on participation with a group of volunteers representing your company at event stations and activities throughout the day. Volunteers are encouraged to wear branded company shirts as they assist guests and engage with participants.

**THURSDAY, SEPTEMBER
17, 2026**

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	AMOUNT
Heart of Downtown Sponsor (Presenting)	\$10,000
Impact Sponsor	\$5,000
Support Sponsor	\$2,000
IN-KIND SPONSORSHIP	
Printing	

Heart of Downtown Sponsor - \$10,000

As the Heart of Downtown Sponsor, your company stands at the center of Employee Appreciation Day — celebrating the people who make Downtown thrive. This tier offers top-level visibility and meaningful engagement with the Downtown workforce.

Included:

- **Sponsor Recognition:** Identification as an Heart of Downtown Sponsor and prime logo placement for all Downtown Employee Appreciation Day promotional materials.
- **Social Media Exposure:** Featured mentions across Facebook, Instagram, and X (Twitter).
- **Media Recognition:** Logo included in paid and earned media coverage.
- **Newsletter Feature:** Recognition in the Downtown Insider weekly newsletter.
- **Digital Presence:** Logo placement on the official event webpage with a direct link to your company's page.
- **Priority Sponsorship Rights:** First right of refusal for future Employee Appreciation Day sponsorships.
- **Engagement Opportunity:** Hands-on participation with a group of volunteers representing your company at event stations and activities throughout the day. Volunteers are encouraged to wear branded company shirts as they assist guests and engage with participants.

Impact Sponsor - \$5,000

As an Impact Sponsor, your company helps drive appreciation across Downtown by uplifting the people who make our community thrive. This tier offers strong visibility and alignment with a day dedicated to celebrating Downtown's workforce.

Included:

- **Sponsor Recognition:** Identification as an Impact Sponsor for select Downtown Employee Appreciation Day with logo placement on all promotional materials.
- **Social Media Exposure:** Mentions across Facebook, Instagram, and X (Twitter).
- **Newsletter Feature:** Recognition in the Downtown Insider weekly newsletter leading up to the event.
- **Digital Presence:** Logo placement on the official event webpage with a direct link to your company's page.

Support Sponsor - \$2,000

As a Support Sponsor, your company helps make Employee Appreciation Day possible by showing gratitude for the people who power Downtown. This tier highlights your organization's community spirit and commitment to appreciation.

Included:

- **Sponsor Recognition:** Identification as a Support Sponsor for Downtown Employee Appreciation Day with logo placement on select promotional materials.
- **Social Media Exposure:** Mention on the official Facebook event page.
- **Digital Presence:** Logo placement on the official event webpage with a direct link to your company's page.

In-Kind Sponsor

We are always looking for people who would like to contribute their services or products as an in-kind sponsorship. We are also happy to work with you to create a customized sponsorship package that fits your needs!





Tasting Tour

The Downtown Tasting Tour is a one-of-a-kind culinary experience that invites guests to savor the flavors of Downtown El Paso. Throughout the evening, participants stroll through the heart of Downtown, sampling an exciting variety of dishes and drinks crafted by some of the area's most beloved restaurants.

It's an immersive night of food, community, and discovery — giving patrons the chance to taste, explore, and connect with the vibrant culinary scene that makes Downtown so special.

WEDNESDAY, FEBRUARY 11, 2026

WEDNESDAY, APRIL 29, 2026

WEDNESDAY, JUNE 10, 2026

WEDNESDAY, AUGUST 12, 2026

WEDNESDAY, OCTOBER 28, 2026

WEDNESDAY, DECEMBER 9, 2026

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	AMOUNT
The Full Course Sponsor (Presenting)	\$6,000
The Bite Sponsor	\$3,000
IN-KIND SPONSORSHIP	

The Full Course Sponsor - \$6,000

As The Full Course Sponsor, your company takes the lead in one of Downtown's most anticipated culinary experiences — guiding guests through an evening of taste, community, and connection. This top-tier sponsorship offers premium visibility and exclusive recognition throughout the Tasting Tour.

Included:

- **Sponsor Recognition:** Identification as The Full Course Sponsor and prime logo placement for all Downtown Tasting Tour promotional materials.
- **Digital Visibility:** Logo featured on all digital marketing materials and the official event webpage with a direct link to your company's page.
- **Social Media Exposure:** Recognition in all social media posts across Facebook, Instagram, and X (Twitter).
- **Newsletter Feature:** Recognition in all Downtown Insider e-letter blasts leading up to the Tasting Tour.
- **Print Visibility:** Logo placement on printed event materials, including table tents displayed at participating restaurants.
- **Exclusive Experience:** Five complimentary tickets to each Tasting Tour event.
- **Priority Sponsorship Rights:** First right of refusal for future Downtown Tasting Tour sponsorships.

Engagement Opportunity:

Company volunteers will serve as tour guides during the Downtown Tasting Tour events, leading participants from stop to stop. Each volunteer will be stationed at a participating venue to welcome guests, assist with questions, and enjoy the tastings. Volunteers are encouraged to wear company shirts for added brand visibility.

The Bite Sponsor - \$3,000

As The Bite Sponsor, your company adds flavor to the Downtown Tasting Tour experience — helping showcase the creativity, community, and culinary spirit that make Downtown El Paso shine. This tier offers excellent visibility and alignment with one of Downtown's most beloved foodie events.

Included:

- **Digital Visibility:** Logo featured on digital marketing materials and the official event webpage with a direct link to your company's page.
- **Social Media Exposure:** Recognition on social media posts across Facebook, Instagram, and X (Twitter).
- **Newsletter Feature:** Recognition in select Insider newsletter blasts leading up to the Tasting Tour dates.
- **Print Visibility:** Logo placement on table tents displayed at participating restaurants.

In-kind Sponsor

We are always looking for people who would like to contribute their services or products as an in-kind sponsorship. We are also happy to work with you to create a customized sponsorship package that fits your needs!



WELLNESS & MINDFUL

DOWNTOWN EL PASO





Wellness & Mindful Series

The Wellness & Mindful Series is a community program designed to promote health, balance, and connection through engaging wellness experiences. Hosted four times a year in the iconic Union Plaza park.

The series features rotating activities such as yoga, sound baths, pilates, and other mindful classes, paired with a mini wellness market highlighting local vendors, wellness brands, and health-focused products.

SATURDAY, MARCH 21, 2026

SATURDAY JUNE 27, 2026

SATURDAY, AUGUST 22, 2026

SATURDAY NOVEMBER 14, 2026

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	AMOUNT
The Center Sponsor (Presenting Sponsor)	\$5,000
The Balance Sponsor	\$2,500
The Stillness Sponsor	\$500
IN-KIND SPONSORSHIP	
Printing/Media	
Entertainment	

The Center Sponsor - \$5,000

The Center Sponsor, your company becomes the Presenting Sponsor for the Wellness & Mindful series. This tier offers premier visibility and alignment with a program that promotes balance, health, and connection throughout Downtown.

Included:

- **Exclusive Title Branding:** "Wellness & Mindful presented by [Your Company]" on all materials.
- **Digital Visibility:** Featured on all event signage, flyers, digital marketing, and the official event webpage.
- **Social Media Exposure:** Recognition in all social media posts promoting the series.
- **Newsletter Feature:** Recognition in all Downtown Insider e-letters leading up to each class.
- **On-Site Activation:** Option to host a branded table or mini activation at every session or wellness market.
- **Exclusive Experience:** 4 free entries to each class or activity.
- **Priority Sponsorship Rights:** First right of refusal for future Wellness & Mindful series sponsorships.

The Balance Sponsor \$2,500

The Balance Sponsor, your company helps nurture wellness and mindfulness across the Downtown community.

Included:

- **Digital Visibility:** Included on select event signage, flyers, and the official event webpage.
- **Social Media Exposure:** Select mentions/tags across Facebook, Instagram, and X.
- **Newsletter Feature:** Recognition in 2 Downtown Insider e-letters during the series.
- **On-Site Presence:** Option to participate in two wellness & mindful events with a branded table.
- **Complimentary Passes:** 2 free entries to two classes.

The Stillness Sponsor \$500

As The Stillness Sponsor, your company supports a peaceful, community-building experience that highlights the importance of mindfulness in everyday life.

Included:

- **Digital Presence:** Logo on the official event webpage with a direct link to your company's page.
- **Social Media Exposure:** 1 mention/tag across Facebook, Instagram, and X.
- **Newsletter Feature:** Recognition in 1 Downtown Insider e-letter leading up to a scheduled class.
- **On-Site Presence:** Logo displayed at one Wellness & Mindful class.

In-kind Sponsor

We are always looking for people who would like to contribute their services or products as an in-kind sponsorship. We are also happy to work with you to create a customized sponsorship package that fits your needs!



The Downtown Business Mixer

The Downtown Business Mixer brings together business owners, employees, entrepreneurs, and residents from across Downtown El Paso for an evening of connection and collaboration. Hosted at rotating Downtown hotels and venues, each mixer offers the perfect setting to meet new faces, strengthen professional relationships, and spark ideas for future projects and partnerships.

MARCH 25, 2026

MAY 27, 2026

JULY 29, 2026

SEPTEMBER 23, 2026

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	AMOUNT
Executive Partner (Presenting)	\$4,000
Associate Partner	\$1,500
Junior Associate Partner	\$500
IN-KIND SPONSORSHIP	

Executive Partner Sponsor - \$4,000

Sponsorship includes exclusive Identification as Executive Partner Sponsor for all four Downtown Networking 2026 events with prominent logo placement on all media.

Included:

- **Exclusive Identification:** Recognition as the Executive Partner Sponsor for all four Downtown Networking 2026 events.
- **Premier Visibility:** Prominent logo placement on all promotional materials.
- **Social Media Exposure:** Mentions in all social media blasts across Facebook, Instagram, and X (Twitter).
- **Media Recognition:** Logo featured in paid and earned media coverage.
- **Newsletter Feature:** Recognition in the Downtown Insider weekly newsletter leading up to each event.
- **Digital Presence:** Logo placement on the official event webpage with a direct link to your company's page.
- **On-Stage Opportunity:** Two-minute speaking time during each Downtown Networking event.
- **On-Site Activation:** Opportunity to host a branded table at each networking event to showcase your business or engage with attendees directly.

Associate Partner Sponsor - \$1,500

Sponsorship includes exclusive Identification as Associate Partner Sponsor for one Downtown Networking 2026 events with prominent logo placement on select marketing and advertising materials.

Included:

- **Exclusive Identification:** Recognition as the Partner Sponsor for one Downtown Networking 2026 event.
- **Logo Visibility:** Prominent logo placement on select marketing and advertising materials.
- **Social Media Exposure:** Mentions in social media blasts across Facebook, Instagram, and X (Twitter).
- **Newsletter Feature:** Recognition in the Downtown Insider weekly newsletter leading up to the event.
- **Digital Presence:** Logo placement on the official event webpage with a direct link to your company's page.
- **On-Stage Opportunity:** Two-minute speaking time during the networking event.

Junior Associate Partner Sponsor - \$500

Sponsorship includes exclusive Identification as Junior Associate Partner Sponsor for one of the Downtown Networking 2026 events with logo placement on select marketing and advertising materials.

Included:

- **Exclusive Identification:** Recognition as a Supporting Sponsor for the Downtown Networking 2026 events.
- **Logo Visibility:** Placement on select marketing and advertising materials.
- **Social Media Exposure:** Mention on the official Facebook event page.
- **Newsletter Feature:** Recognition in the Downtown Insider weekly newsletter leading up to the event.
- **Digital Presence:** Logo placement on the official event webpage with a direct link to your company's page.

In-Kind Sponsor

We are always looking for people who would like to contribute their services or products as an in-kind sponsorship. We are also happy to work with you to create a customized sponsorship package that fits your needs!



Downtown Coffee Market

The Downtown Coffee Market: Fall Edition is a free, family-friendly event designed to showcase the cafés, roasters, bakeries, and makers that call Downtown home — while inviting the broader community to experience a cozy, fall-inspired evening in the heart of the city.

Guests can sip fall drinks, browse local vendors, and enjoy live music surrounded by pumpkins, pastries, and good company. The event also features interactive activities like a Pumpkin Patch, Pie Eating Contest, and Best Fall Brew Competition, giving everyone something to enjoy while spotlighting the creativity of Downtown businesses.

OCTOBER 17, 2026

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	AMOUNT
The Roast Sponsor	\$5,000
Partner Sponsor(s)	\$2,500
The Bean Sponsor	\$500
IN-KIND SPONSORSHIP	
Entertainment	

The Roast Sponsor - \$5,000

As the Roast Sponsor, your company takes the lead in brewing up Downtown's newest fall tradition. With exclusive title recognition, your brand will be front-and-center across all marketing, media, and on-site activations during the Downtown Coffee Market.

Included:

- **Exclusive Title Branding:** "Downtown Coffee Market presented by [Your Company]" on all event materials.
- **Premier Visibility:** Prominent logo placement on all print, digital, and on-site signage.
- **Media Recognition:** Inclusion in all paid and earned media coverage.
- **Social Media Exposure:** Recognition in all social media promotions across Facebook, Instagram, and X.
- **Newsletter Feature:** Recognition in all Downtown Insider weekly newsletters leading up to the event.
- **Website Presence:** Logo and link featured on the official event webpage.
- **On-Site Activation:** Opportunity to host a branded table or lounge area and/or sponsor one featured attraction (Pumpkin Patch, Pie Eating Contest, or Photo Wall).
- **First Right of Refusal:** Priority sponsorship rights for future Coffee Market events.

The Harvest Sponsor - \$2,500

As The Harvest Sponsor, your company helps bring the flavors and fun of fall to life in the heart of Downtown. This tier offers strong visibility and engagement throughout the market.

Included:

- **Logo Visibility:** Placement on select marketing materials and on-site signage.
- **Social Media Exposure:** 5 mentions/tags across Facebook, Instagram, and X.
- **Newsletter Feature:** Recognition in 2 Downtown Insider newsletters leading up to the event.
- **Website Presence:** Logo featured on the official event webpage with a direct link to your company's page.
- **On-Site Activation:** Opportunity to host one activity table or sponsor a secondary attraction.

The Bean Sponsor - \$500

As The Bean Sponsor, your company helps make the Coffee Market possible while showing support for local businesses and community connection.

Included:

- **Logo Placement:** Recognition on select marketing and advertising materials.
- **Social Media Exposure:** Mention on the official Facebook event page.
- **Newsletter Feature:** Recognition in one Downtown Insider newsletter leading up to the event.
- **Website Presence:** Logo featured on the official event webpage with a direct link to your company's page.

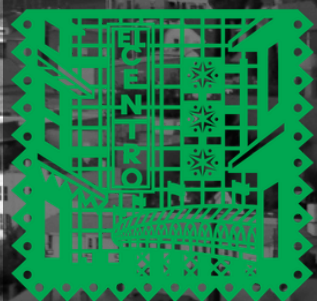
In-kind Sponsor

We are always looking for people who would like to contribute their services or products as an in-kind sponsorship. We are also happy to work with you to create a customized sponsorship package that fits your needs!

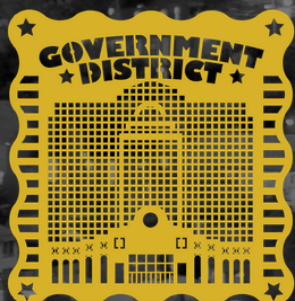
WE LOOK FORWARD TO COLLABORATING WITH YOU!

If you are interested in becoming a sponsor,
please email Brenda Sanchez at
bsanchez@elpasodmd.org
915-317-2129

El Paso Downtown Management District
201 E Main St #107
El Paso, TX 79901
www.downtownelpaso.com
#DTEP



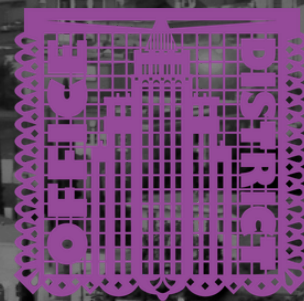
EL CENTRO
Shops On The Border



GOVERNMENT DISTRICT



LAS PLAZAS
Arts District



OFFICE DISTRICT



UNION PLAZA
Nightlife and Entertainment