

# DLANC x DTLA Alliance 2024 Partnership Proposal

## Overview

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The DTLA Alliance is excited to partner with DLANC, with the shared goal of engaging residents, employees, and visitors in the Downtown Los Angeles community through our respective services.

For over 25 years, the DTLA Alliance (formerly DCBID) has been at the forefront of revitalizing DTLA with its commitment to enhancing the quality of life in the Downtown Center, a now bustling commercial, residential, and cultural hub in the heart of the city which includes Bunker Hill and the Grand Avenue cultural corridor, the Financial District, Jewelry District, and 7<sup>th</sup> Street Restaurant Row. From 24/7 safe and clean operations to a range of economic development and marketing programs, community events, placemaking and advocacy initiatives, the DTLA Alliance helps a vibrant community of business leaders and local merchants, artists and entrepreneurs, residents, workers, and visitors, reach its full potential.

The DTLA Alliance is pleased to present a myriad of options for 2024 Sponsorship and Partnership Opportunities to support several DTLA Alliance programs. We hope this proposal reflects a continuation of our collaborative partnership in building a more vibrant and inclusive DTLA community. The following partnership proposal is amendable and can be custom tailored to further meet your goals and objectives.

## Event Sponsorship Options

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### DTLA Dog Days | June 14 and 15, 2024

For the 16<sup>th</sup> consecutive year, the DTLA Alliance proudly presents DTLA Dog Days, a free community festival for downtown residents and their dogs at Pershing Square. The event features dog-related activities, vendors, and giveaways. Approximately 1,500 people attend the event annually.

### Sponsorship Options:

#### Signature Sponsor: \$2,500

- Prominent logo placement on event's marketing materials (digital and print)
- Prominent logo placement on event landing page (via DowntownLA.com)
- Prominent booth placement at event at no charge
- Prominent logo placement on event signage, including A-frames and event signage

#### Community Supporter: \$1,000

- Lower tier logo placement on event's marketing materials (not including Facebook and Instagram posts)

- Lower tier logo placement on event signage, including A-frame signage
- Logo placement on event landing page (via DowntownLA.com)
- Opportunity for booth at event at no charge

## **Neighborhood Beautification Project Options**

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### **Angel's Flight Landscaping: \$1,700 (see attached estimate)**

The DTLA Alliance is interested in partnering with DLANC to clean-up the area underneath Angel's Flight's elevated tracks. This comes at an opportune time to remove debris and overgrown weeds ahead of the influx of summer visitors to this iconic downtown attraction.

The DTLA Alliance is contracted to maintain Angel's Knoll, not Angel's Flight, and therefore, the additional funding would help offset costs to clean-up the space. The landscaping work is typically contracted by Angels Flight Development Corporation, however, due to budget limitations has deferred landscape maintenance this year. The DTLA Alliance has permission by the Angels Flight Development Corporation to partner and complete the immediate landscaping needs.

### **Hope Street Planters: \$4,800 (see attached estimate)**

To help green the Downtown Center, the DTLA Alliance proposes partnering with DLANC to purchase four dwarf trees and dirt to plant in four planters on Hope Street, between 7<sup>th</sup> Street and 8<sup>th</sup> Street. The DTLA Alliance will paint the planters and maintain the trees by watering them daily with our Operations Team. In addition, several downtown businesses and residents have expressed interest in participating in neighborhood beautification efforts such as this. The estimated cost is approximately \$1,000 per planter, plus paint.

The Hope Street Planter Project would serve as a pilot for additional tree planning on Hill Street in the Jewelry District.

## **Contact Us**

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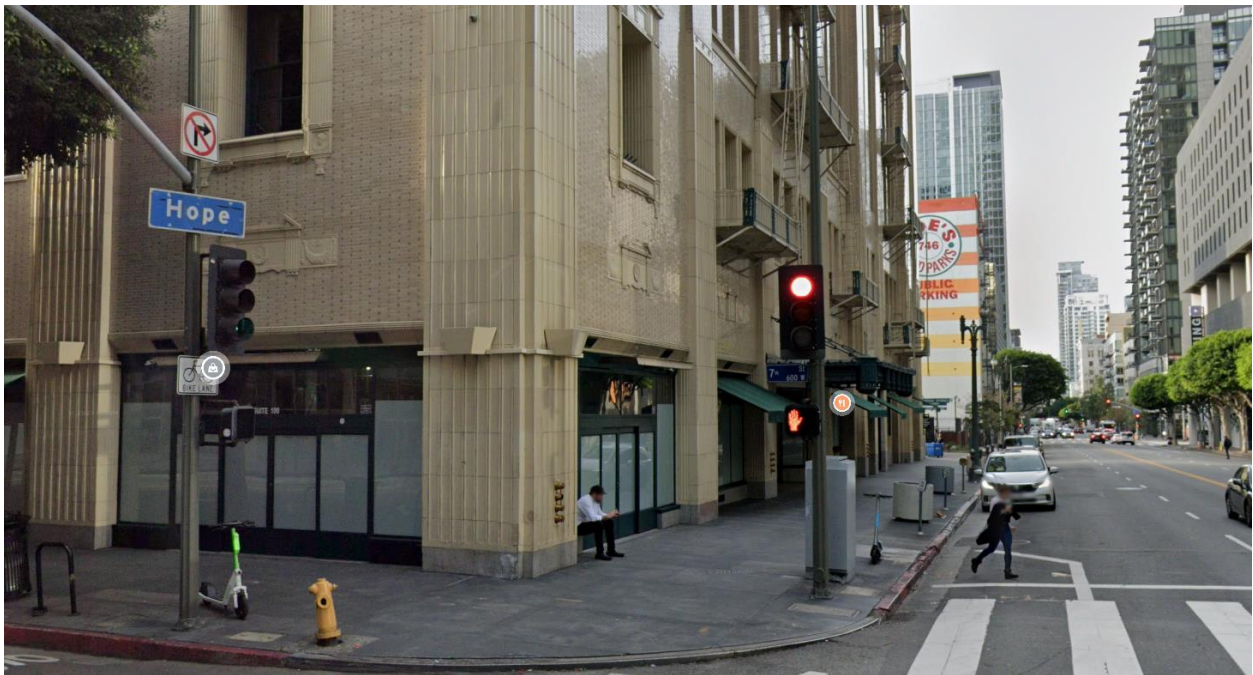
We look forward to building our partnership with you in 2024 and beyond. We hope to set a national best-practice on how to engage our neighborhood through community partnerships.

Thank you for the opportunity to present this proposal with you. For further questions, please contact us.

Bree von Faith  
SVP of Marketing and Communications  
[bvonfaith@downtownla.com](mailto:bvonfaith@downtownla.com)

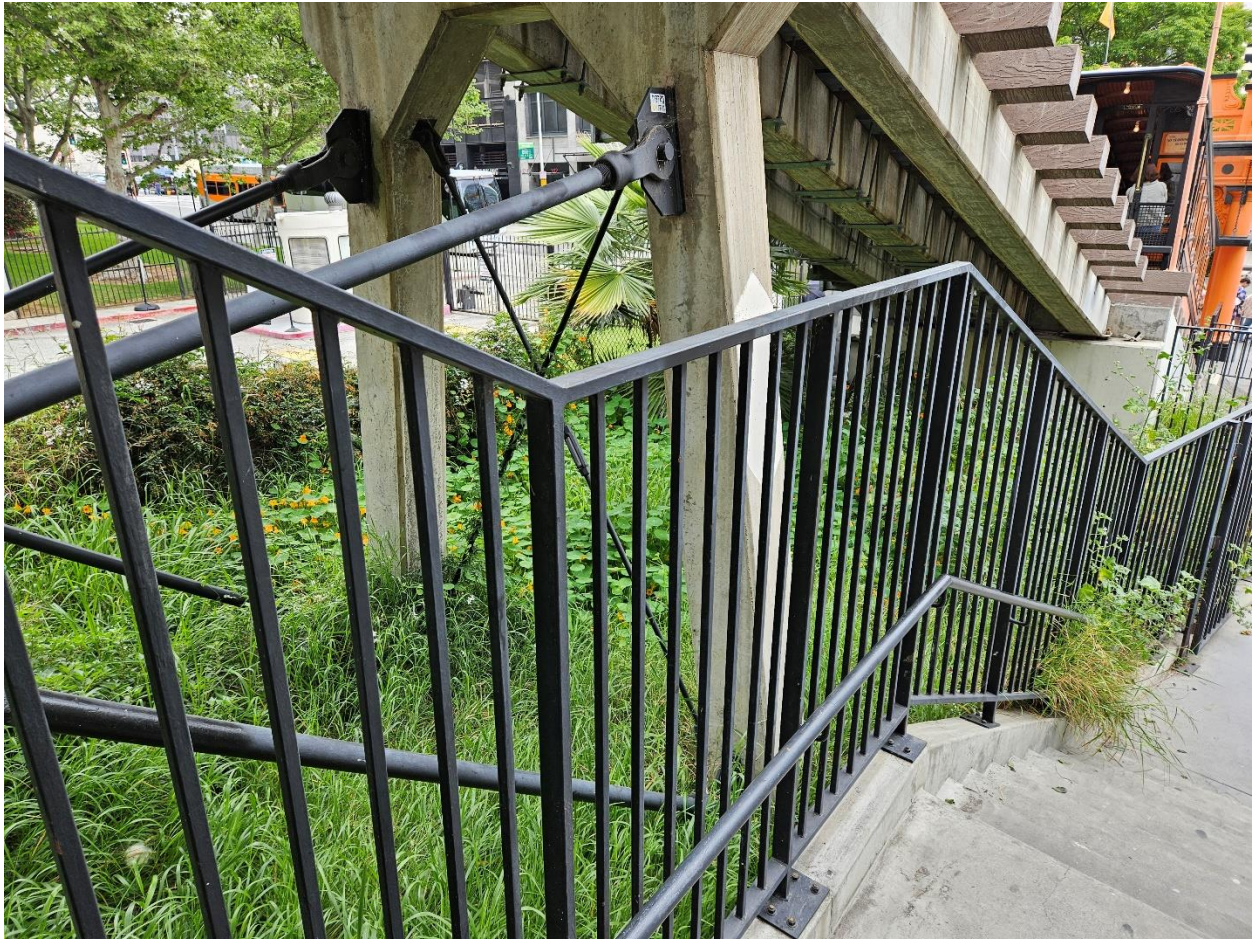
Gabriel Yeager  
Director of Placemaking and Events  
[gyeager@downtownla.com](mailto:gyeager@downtownla.com)

### Hope Street Planters (4)





Angel's Flight



G & G Landscape  
P.O Box 552  
Chino, CA 91708-0552 US  
(909) 627-1582  
rosa@gglandscape.net



# Estimate

**ADDRESS**

Mr. Jorge Castro  
DCBID  
Downtown Center BID  
600 Wilshire Blvd. Suite 870  
Los Angeles, CA 90017

**ESTIMATE #** G24-1239  
**DATE** 05/03/2024

**ACCOUNT**

Angel's Knoll Park

**PROJECT**

Clean Up

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	Clean Up	Clean Up From Bottom To Top Of Train Track and Disposal Of All Debris	1	1,700.00	1,700.00

Hello.  
Attached please find estimate #  
Upon approval we can schedule for you as soon as possible.  
We appreciate your consideration for this project and look forward to working with you.  
Thank you,  
G&G Landscape

**TOTAL** **\$1,700.00**

Accepted By

Accepted Date

G & G Landscape  
P.O Box 552  
Chino, CA 91708-0552 US  
(909) 627-1582  
rosa@gglandscape.net



# Estimate

**ADDRESS**

Mr. Jorge Castro  
DCBID  
Downtown Center BID  
600 Wilshire Blvd. Suite 870  
Los Angeles, CA 90017

**ESTIMATE #** G24-1237  
**DATE** 05/03/2024

**ACCOUNT**

Angel's Knoll Park

**PROJECT**

Tree Planting

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	<b>36" Box Tree</b>	Plant Four 36" Box Tree Planter Mix, Root Feeder and Vitamins	4	950.00	3,800.00

Hello.  
Attached please find estimate #  
Upon approval we can schedule for you as soon as possible.  
We appreciate your consideration for this project and look forward to  
working with you.  
Thank you,  
G&G Landscape

**TOTAL** **\$3,800.00**

Accepted By

Accepted Date