LIFE IS FULL.

BALLSTON BID SPONSORSHIP OPPORTUNITIES
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<tr>
<th>EXPERIENCE</th>
<th>MOTIVATION</th>
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<tr>
<td>The BID’s event management team has over 20 years of event planning experience, in addition to a vested interest in welcoming visitors and sponsors to Ballston.</td>
<td>The management staff works for the Ballston Business Improvement District, an organization striving to put the spotlight on everything Ballston has to offer.</td>
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<th>EXPERTISE</th>
<th>COMMUNITY SUPPORT</th>
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<td>Ballston BID management has expertise in planning and overseeing all sizes of events from happy hours to street festivals requiring coordination of hundreds of organizations and volunteers.</td>
<td>The Ballston BID is a nonprofit organization. In addition, the BID also has charitable subsidiary, BallstonGives, which uses event proceeds to support local Arlington nonprofits.</td>
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BALLSTON DEMOGRAPHICS

AUDIENCE
- 14,794 residents in Ballston
- Over 30,000 employees in Ballston
- 80.2% bachelor degree or higher
- Median Age - 33
- Median Income - $110,555

ANNUAL EXPENDITURES
- $30,310 Average annual mortgage/rent
- $6,218 Dining out
- $5,131 Entertainment
- $3,894 Giving
- $3,506 Travel
The Ballston BID’s Mega Market occurs in conjunction with the weekly Freshfarm market in Welburn Square. On the first Thursday of the month, from May through November, the BID brings a pop-up beer and wine garden and live music to the market. Guests are encouraged to shop with market vendors with the incentive of a free beer or wine for every $10 spent.

Market Stats:
Annual Market Visitors: 19,669
Daily Market Visitors: 756
Farmers/Vendors: 22
BALLSTON MEGA MARKET SPONSORSHIP PACKAGES

- Beer & Wine Garden presenting sponsor w/ in-person presence = $1,500/Mega Market
- Custom cup and banner exclusive sponsor (100% brand recognition) = $750/Mega Market
- Mega-Market company booth (adjacent to Beer & Wine Garden (no equipment provided) = $500/Mega Market
- Custom cups and banner (add-on to presenting sponsor) = $500/Mega Market

SPONSORSHIP REGISTRATION
The Ballston BID’s Property Manager Luncheons are an excellent way to deliver information directly to a wide network of neighborhood tenants. The meeting is attended by both commercial and residential property managers in Ballston. These property managers act as liaisons to everyone who works and lives in Ballston. Property managers enjoy a complimentary lunch at various venues in the Ballston neighborhood, and a presentation by the BID on upcoming events and news in the area.

**Luncheon Stats**

- 6 Luncheons/year
- Average attendance: 12-20 PMs
- Average # of properties represented: 12
- Tenant reach: 15,000
PROPERTY MANAGERS LUNCHEON PRESENTING
SPONSORSHIP-$300/LUNCHEON

- Co-branding of invitation sent out property managers
- Inclusion of custom messaging or promotion within invitation
- Input for preference of Ballston event location.
- Ability to brand the dining experience and distribute promotional materials or products
- Opportunity to address the attendees and announce prize winners

SPONSORSHIP REGISTRATION
The Ballston BID’s Sip & Mingle is a popular networking and happy hour event that brings people together to connect over food and drinks. This is a great opportunity for sponsors to gain visibility and name recognition to a wide demographic. Depending on venue size, this event attracts 250 to 300 residents and employees. They are held on a quarterly basis from 5-7PM at various venues in Ballston.

Attendee Demographics

- 12% age 21-24, 38% 25-34, 20% 35-44, 27% 45-64
- Attendees from all regions of the DMV area
- 91% of attendees have a Bachelor’s degree or higher
- 38% have an average salary of $100,000 or higher, 14% have a salary over $150,000
SIP & MINGLE PRESENTING SPONSORSHIP PACKAGE- $2,000

- Cobranding of invitation sent out to a database of 18,000 individuals
- Inclusion of language promoting your company in email blast
- Social media promotion via Twitter, Facebook, Instagram with company handles and hashtags
- Input for preference of event location (Ballston venues)
- 6ft table for branding and promotion of your company at the event
- Opportunity to address the attendees and announce prize winners

SIP & MINGLE TABLE SPONSOR- $750

- 6 ft table for branding and promotion of your company at event. (Table provided by BID)
- Inclusion of language promoting your company in event email blast
AVAILABLE SIP & MINGLE DATES

- January 2020
- April 2020
- July 2020
- October 2020
- Sip & Jingle December 2020
BALLSTON FIELD DAY

Ballston Field Day is all about fitness, fun and making new friends. This event takes over Washington & Liberty’s football field on a Saturday morning. The perimeter of the field is lined with health & wellness companies from the Ballston neighborhood.

Participants at Field Day get to sample workouts with different gyms, try new healthy snacks, and learn more about how to take care of any fitness-related injuries from Ballston’s wellness experts.

Field Day Stats
First Year Attendees: 80
First Year Participating Gyms: 9
First Year Wellness Companies: 3
FIELD DAY PRESENTING SPONSORSHIP PACKAGE - $2,500

- Cobranding of invitation sent out to database of 18,000
- Inclusion of promotion/messaging within the invite at your discretion
- Tent on site at the event with additional presence at registration table
- Ability to add promotional materials to swag bags each participant receives
- Opportunity to address the attendees and host possible giveaway

SPONSORSHIP REGISTRATION
FOR ADDITIONAL INFORMATION ON BALLSTON SPONSORSHIPS:

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