



# Partnership & Exhibitor Opportunities

Pennsylvania's Premier Revitalization Conference  
JUNE 28 - JULY 1 | ERIE, PA

2  
0  
2  
6

Making Waves



ERIE, PA

ON MAIN STREET

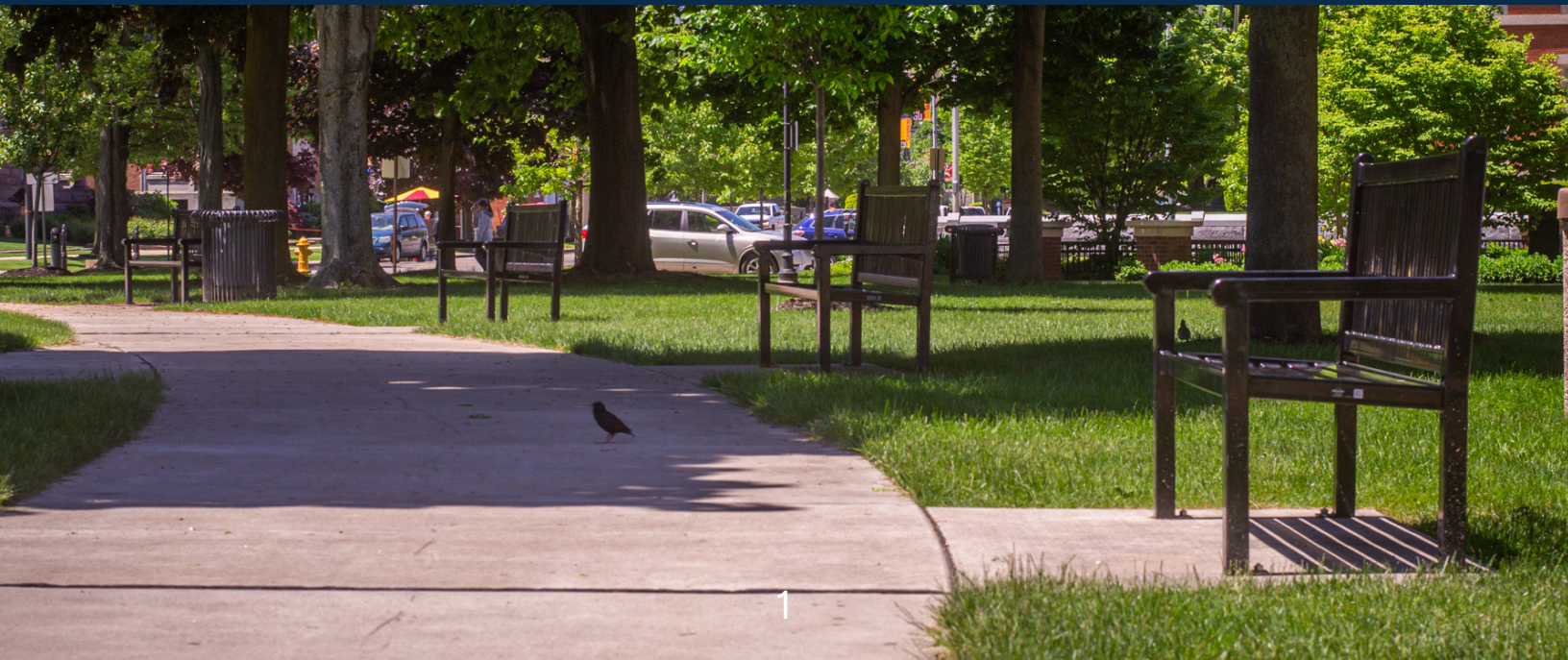
BIG BOLD IDEAS THAT PUSH THE BOUNDARIES



# Table of Contents

---

Who is the Pennsylvania Downtown Center?	2
What is the PA's Premiere Revitalization Conference?	3
Benefits of Partnership	4
Partnership Tiers	5-7
Exhibitorship Opportunities	8
PDC Business Membership	9
Summary of Partnership Opportunities	10



# Who is the Pennsylvania Downtown Center?

---



**Since 1987, PDC has provided affordable services and benefits to communities across the Commonwealth in order to help them address their unique economic and social conditions.**

PDC is the only statewide nonprofit dedicated solely to the revitalization of the Commonwealth's core communities. Primarily through utilization of the Main Street America's Refreshed Main Street Approach®, PDC provides outreach, technical assistance, and educational services in order to assist communities in revitalizing their central business districts and surrounding residential neighborhoods. Over the years, we have formed strategic partnerships with local and statewide organizations in order to further our mission of promoting community revitalization and reinvestment. Additionally, our centralized Harrisburg location allows us to interact with members of the PA legislature, advocating on behalf of downtown and neighborhood initiatives in the Commonwealth.





# What is the Premier Revitalization Conference?

---

Pennsylvania's Premier Revitalization Conference draws hundreds of community leaders from small towns, mid-sized cities, and urban neighborhood business districts. Attendees include professionals in preservation-based economic development and community revitalization — from seasoned and new Main Street and Elm Street directors to architects, planners, public officials, and consultants. Volunteers and other community leaders also join to share insights connect and strengthen their impact.

## About this Year's Theme

### **Making Waves on Main Street: Big Bold Ideas That Push the Boundaries**

*PDC's annual conference continues to be Pennsylvania's premier gathering for downtown and neighborhood revitalization leaders — a place to share best practices, innovative solutions, and real-world strategies that can transform communities. This year, we're **Making Waves on Main Street** by embracing the big, bold ideas that challenge convention, spark creativity, and reimagine what's possible in our downtowns.*

*The conference will inspire, inform, and empower participants to think beyond boundaries and take bold action in their own communities. Main and Elm Street managers, revitalization professionals, volunteers, and local leaders all play vital roles in shaping the heartbeat of their towns — but true transformation requires collaboration. When public, private, and nonprofit partners come together with shared vision and creativity, they can generate a ripple effect that drives long-term impact.*

*This year's sessions and exploratory field sessions will highlight trailblazing examples of how communities across the Commonwealth are innovating, adapting, and leading the way. We invite decision-makers, dreamers, and doers alike to join us in Erie for the Commonwealth's Premier Revitalization Conference — where together, we'll celebrate bold ideas, powerful partnerships, and the next wave of Main Street transformation.*

# Benefits of Partnering with us

---



**NETWORK** with over 250+ community leaders and partners from across PA



**INCREASE YOUR ONLINE VISIBILITY** with linked logo placement wherever your brand is featured



**GAIN BRAND EXPOSURE** through our print & digital marketing that reaches thousands



**GENERATE LEADS** and maintain contact with your target audience through our provided attendee list



**CONNECT DIRECTLY** with local decision makers and those invested in revitalization



## Partnership Tiers

### *All Partnerships include:*

- *Logo in all promotional materials to include website, emails, printed program, conference screens*
- *Opportunity to include promotional item in attendee swag bag*
- *Exhibit booth (if an exhibit table is desired)*
- *List of Attendees*



# Community Impact Partner

*This level is designed to support emerging community leaders in a community of your choice, such as newly elected officials, youth leaders, community leaders, other nonprofits & more.*

## BENEFITS INCLUDE

**10 Full Complimentary conference registrations including ticket(s) to the Townie Awards and \$1,000 stipend per person to cover expenses such as travel, hotel, food, etc.**

- Verbal recognition and thank you at sponsored event
- Opportunity to address attendees for 3 - 5 minutes at event of choice
- 4 Social Media mentions with link
- Full page advertisement in conference program
- 2 Complimentary registration(s) for PDC Downtown 101

**\$25,000**

# Premier Keynote Speaker Partner

## BENEFITS INCLUDE

- 5 Full Complimentary conference registrations including ticket(s) to the Townie Awards
- Verbal recognition and thank you at sponsored event
- Opportunity to address attendees for 3 - 5 minutes at Opening Keynote
- 3 Social Media mentions with link
- Full page advertisement in conference program
- 1 Complimentary registration for PDC Downtown 101

**\$20,000**

# Townie Awards Partner

## BENEFITS INCLUDE

- 4 Full Complimentary conference registrations including ticket(s) to the Townie Awards
- Verbal recognition and thank you at sponsored event
- Opportunity to address attendees for 3 - 5 minutes at the Townie Awards
- 3 Social Media mentions with link
- Full page advertisement in conference program
- 1 Complimentary registration for PDC Downtown 101

**\$15,000**

# Visionary Partner

## BENEFITS INCLUDE

- 3 Full Complimentary conference registrations including ticket(s) to the Townie Awards
- 2 Social Media mentions with link
- Half page advertisement in conference program

**\$10,000**

---

# Innovation Partner

## BENEFITS INCLUDE

- 1 Full Complimentary conference registration including ticket to the Townie Awards
- 2 Social Media mentions with link
- Half page advertisement in conference program

**\$5,000**

---

# Evening Welcome Event Partner

## BENEFITS INCLUDE

- 1 Full Complimentary conference registration including ticket to the Townie Awards
- Logo on signage at sponsored event
- Verbal Recognition and thank you at sponsored event
- Opportunity to address attendees for 3 - 5 minutes at sponsored event
- 2 Social Media mentions with link
- Quarter page advertisement in conference program

**\$5,000**





## Snack Break Partner

### BENEFITS INCLUDE

- 1 Full Complimentary conference registration including ticket to the Townie Awards
- Logo on signage and logo on napkins during sponsored event
- 1 Social Media mentions with link
- Quarter page advertisement in conference program

**\$3,000**



## Constant Coffee Partner

### BENEFITS INCLUDE

- 1 Full Complimentary conference registration including ticket to the Townie Awards
- Logo on signage and logo on napkins during sponsored event
- 1 Social Media mention with link
- Quarter page advertisement in conference program

**\$3,500**



## Mobile Workshop Partner

### BENEFITS INCLUDE

- 1 Full Complimentary conference registration including ticket to the Townie Awards
- Logo on signage at sponsored event
- Verbal recognition and thank you at sponsored event
- 1 Social Media mention with link
- Quarter page advertisement in conference program

**\$2,500**



## Lanyard and Swag Bag Partner

### BENEFITS INCLUDE

- 1 Full Complimentary conference registration including ticket to the Townie Awards
- **Logo on sponsored item**
- 1 Social Media mention with link
- Quarter page advertisement in conference program

**\$3,500**

# Packages for Exhibitors

---

***Our Exhibitor Expo is a central gathering place and the best way to develop relationships within the network. Our conference attendees rely on the products and services from companies like yours to do their best work, so join us for this unparalleled opportunity to market your services and make valuable connections with local leaders!***

## Non-Profit & Government Agency Exhibitor

- Exhibit table
- Your company name on the marketing mailer, website and slide show at meals
- Program Book listing
- An electronic list of attendees
- One free registration that includes a ticket to the Townie Awards and the Tuesday Night Evening Event

**\$700**



## For-Profit & Business Exhibitor

- Exhibit table
- Your company name on the marketing mailer, website and slide show at meals
- Program Book listing
- An electronic list of attendees
- One free registration that includes a ticket to the Townie Awards and the Tuesday Night Evening Event

**\$900**



Questions? Reach out to Virginia Mauk, Conference Coordinator, at [virginiamauk@padowntown.org](mailto:virginiamauk@padowntown.org)

# Become a PDC BUSINESS MEMBER PARTNER

## Business Bronze

**At this level, a business has access to all the benefits associated with an Organization Membership with some important additions.** Bronze level business partners: get greater access to the larger PDC membership through a listing on the PDC website; may interact directly with other PDC members and the greater network by attending the annual conference at a discounted rate; and are notified directly of opportunities to bid on the goods, services, and projects offered by many of our non-profit or municipal members.

**\$650 Investment**

## Business Silver

**If your business wants to step it up a level, PDC's Silver level membership offers all the benefits of a Business Bronze, plus the addition of a free day of technical assistance from PDC.** This technical assistance may be used directly by the business organization or "gifted" to a local non-profit or municipal member. If using the service directly, the technical assistance may allow the business to better compete for available goods and services contracts by expanding their own knowledge base related to community revitalization or to focus on and address a business need related to community revitalization.

**\$1,150 Investment**

## Business Gold

**The Gold level of business membership is, well, the gold standard. In addition to the benefits of Business Silver, the Gold level partner member gets two additional benefits:**  
two complimentary registrations to the PDC annual conference and a listing in every issue of PDC's bi-annual newsletter.

**\$1,750 Investment**

**At Pennsylvania Downtown Center (PDC), we understand that the purpose of business is to make money. And, we also understand that even nonprofit organizations, such as ours, ultimately need to generate net income. Rather than refer to our relationships with the business community as just memberships, we prefer to use the term partnership.**

We know that for a business, one of the best things that PDC can provide is the connection to people and organizations that buy the goods and services you offer for their local revitalization efforts. To do so, PDC offers three levels of business partner memberships.

*If you wish to become a PDC Business Member Partner, or have any questions, please contact [emmahudson@padowntown.org](mailto:emmahudson@padowntown.org)*

# Partnership Opportunities Summary

PARTNER LEVELS		Community Impact Partner	Premier Keynote Speaker Partner	Townie Awards Partner	Visionary Partner	Innovator Partner	Evening Welcome Event Partner	Snack Break Partner	Constant Coffee Partner	Mobile Workshop Partner	Lanyard Partner	Swag Bag Partner
AMOUNT		\$25,000	\$20,000	\$15,000	\$10,000	\$5,000	\$5,000	\$3,000	\$3,500	\$2,500	\$3,000	\$3,000
<b>CONFERENCE BENEFITS</b>												
Logo in all promotional materials to include website, emails, printed program, conference screens		X	X	X	X	X	X	X	X	X	X	X
Exhibit table included (if desired)		X	X	X	X	X	X	X	X	X	X	X
Complimentary conference registrations including ticket(s) to the Townie Awards	10		5	4	3	1	1	1	1	1	1	1
List of attendees	X		X	X	X	X	X	X	X	X	X	X
Logo on signage at sponsored event							X	X	X	X		
Logo on napkins during sponsored event								X	X			
Logo on sponsored item											X	X
Verbal recognition and thank you at sponsored event	X		X	X			X			X		
Opportunity to address attendees for 3-5 minutes	X		X	X			X					
Social Media mentions with link	4		3	3	2	2	2	1	1	1	1	1
Advertisement in conference program	full page		full page	full page	½ page	½ page	½ page	½ page	½ page	½ page	¼ page	¼ page
Opportunity to include promotional item in attendee swag bag	X		X	X	X	X	X	X	X	X	X	X
<b>YEAR-ROUND BENEFITS</b>												
Complimentary registration(s) for PDC Downtown 101	2		1	1								
Logo on PDC website conference page	X		X	X	X	X	X	X	X	X	X	X
<b>Number of Partnerships Available</b>	5	2	4	4	8	8	3	1	6	1	1	1

We can't wait to see you in Erie, PA!



# Making Waves on Main Street

BIG BOLD IDEAS THAT PUSH THE BOUNDARIES

*June 28 - July 1, 2026*

PENNSYLVANIA'S PREMIERE REVITALIZATION CONFERENCE

**Become a Partner Today!**