PENNSYLVANIA
Downtown Center
• Since 1987 •

Partnership & Exhibitor Opportunities 2027

Pennsylvania's Premier Revitalization Conference

JUNE 20 – JUNE 23 | BETHLEHEM, PA



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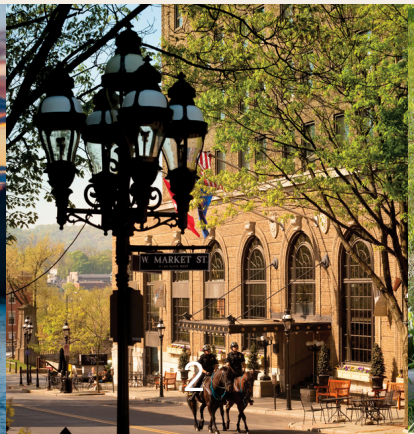
Downtown Center
• Since 1987 •

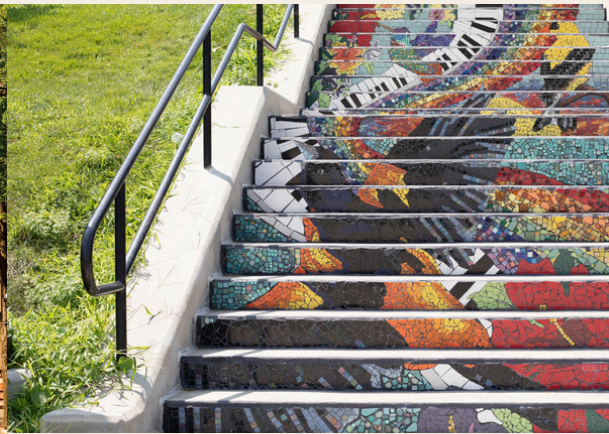
Who is the **Pennsylvania Downtown Center?**

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.









heART
Rooted in Heritage.
Alive in Culture.
PA's Premiere Revitalization Conference
Bethlehem, PA
JUNE 20 - JUNE 23, 2027

What is the **Premier Revitalization Conference?**

Pennsylvania's Premier Revitalization Conference draws hundreds of community leaders from small towns, midsized 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

heART | Rooted in Heritage. Alive in Culture.

PDC's annual conference continues to be Pennsylvania's premier gathering for downtown and neighborhood revitalization leaders — a place to exchange ideas, share strategies, and explore new approaches to building vibrant communities. This year, heART | Rooted in Heritage. Alive in Culture. celebrates the stories, people, places, arts, and traditions that give our communities their unique identities and help shape their futures.

Against the backdrop of Bethlehem's rich industrial heritage and thriving arts and cultural scene, sessions and exploratory field experiences will showcase how communities can honor their roots while creating places that remain relevant, welcoming, and alive. From historic preservation and adaptive reuse to public art, storytelling, and creative placemaking, we invite Pennsylvania's community leaders and changemakers to discover how heritage and culture can become powerful tools for revitalization — connecting where we've been with where we're going.

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

Innovator+ Partner is now available!
Includes all Innovation Partner Benefits and 2 Full Complimentary conference registrations, including tickets to the Townie Awards ($7,500 level)

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

Questions? Reach out to Virginia Mauk, Conference Coordinator, at virginiamauk@padowntown.org



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

Local Mobile Tour 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

$3,000

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

BECOME A PDC MEMBER
20% OFF
FOR DISCOUNT OF 20% ON EXHIBITOR SPACE



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

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

Partnership Opportunities Summary

Pennsylvania's Premier Revitalization Conference

PARTNER LEVELS	Community Impact Partner	Premier Keynote Speaker Partner	Townie Awards Partner	Visionary Partner	Innovator+ Partner	Innovator Partner	Evening Welcome Event Partner	Snack Break Partner	Constant Coffee Partner	Local Mobile Tour Partner	Lanyard OR Swag Bag Partner
AMOUNT	**$25,000**	**$20,000**	**$15,000**	**$10,000**	**$7,500**	**$5,000**	**$5,000**	**$3,000**	**$3,500**	**$2,500**	**$3,000**
CONFERENCE BENEFITS											
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	2	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
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 (if submitted by May 1st)	4	3	3	2	2	2	2	1	1	1	1
Advertisement in conference program	full page	full page	full page	½ page	½ page	½ page	¼ page	¼ page	¼ 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
Logo on PDC website conference page	X	X	X	X		X	X	X	X	X	X
Number of Partnerships Available	**5**	**2**	**4**	**4**		**8**	**8**	**3**	**1**	**6**	**1**

Exhibitor and ad-space information included in full Partnership Prospectus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We can't wait to see you in Bethlehem, PA!
Become a Partner Today!