



Downtown Denver Partnership  
**Urban Exploration**



# **2025 URBAN EXPLORATION**

## DETROIT, MICHIGAN



Downtown Denver Partnership

## Urban Exploration

It takes leadership and vision to rally a community, identify opportunities, face challenges, and solve problems. And, to create change we know we must be open and willing to learn from each other — that's why we created the Urban Exploration program.

Since 2008, this destination-based experiential program for Denver's business and non-profit leaders, as well as elected officials, has aimed to discover and embrace best practices and innovative ideas from cities around the world. Through a diverse range of activities and sessions, including keynote speeches, panel discussions, networking opportunities, and interactive workshops, Urban Exploration offers a comprehensive three-day itinerary that fosters collaboration, learning, and growth.

Using the 2007 Downtown Area Plan to guide the itinerary and foundation of each trip, we focus on real issues that are facing our city: infrastructure, economic development, transit and transportation and public-private partnerships.

*By bringing together a diverse group of influential individuals, we aim to cultivate a vibrant community committed to driving positive change and shaping the future of our city. This program is dedicated to equipping participants with the knowledge, tools, and connections necessary to transform Downtown Denver into a thriving center city that embodies sustainable development, inclusivity, and innovation.*

Urban Exploration is a program based in discovery, driven by our shared commitment to building a vibrant, forward-thinking Downtown Denver and the result is real inspiration leading to action as we build a great city.

As a city renowned for its industrial legacy and cultural renaissance, Detroit is focused on fostering inclusive growth, revitalizing historic neighborhoods, and addressing the challenges of equitable development, affordable housing, and mobility. We'll dive into the key initiatives driving Detroit's transformation, from the reinvention of the auto industry and green infrastructure projects to efforts in bolstering small businesses and creative industries. Throughout, we'll explore how the city balances its rich automotive heritage with the need to create a dynamic, future-ready urban landscape.

## **ALL SPONSOR LEVELS RECEIVE THE FOLLOWING BENEFITS:**

- Guaranteed spot on the trip for at least one participant.
- Opportunity to send additional participant(s), subject to review process.

### **TITLE SPONSOR - \$35,000**

- Named Host of Celebration Dinner (to be planned by Partnership staff).
- Guaranteed spot on the trip for two participants (sponsorship includes participant fee for both attendees).
- Host of small group dinner of 10-15 participants and local guests during the trip (dinner costs covered by sponsorship fee).
- Brief speaking opportunity at Celebration dinner.
- Recognition in app message to all program participants.
- 1st position placement of sponsor logo on digital assets, promotional, and marketing materials.
- Opportunity to add collateral materials to the Hospitality Bag.
- First right of refusal for Presenting Sponsorship for 2026 program to Berlin, Germany.

### **RECEPTION SPONSORS - \$15,000**

#### **Welcome Reception, Briefing Social, or Happy Hour**

- Named Host of the Urban Exploration Welcome Reception, Briefing Social, or Happy Hour.
- Guaranteed spot on the trip for one participant (sponsorship includes single participant fee).
- Opportunity to provide branded favor to program participants at sponsored event or in Hospitality Bag.
- Brief speaking opportunity at sponsored event.
- 3rd position placement of sponsor logo on digital assets, promotional, and marketing materials.

### **HOST SPONSORS - \$12,500**

#### **Plenary Sessions**

- Named Sponsor of an Urban Exploration Plenary Session (to be determined by DDP) OR logo tied to Urban Exploration Participant Bag.
- Host of small group dinner of 10-15 participants and local guests during the trip (dinner costs covered by sponsorship fee) OR logo tied to Urban Exploration Participant Bag.
- Guaranteed spot on the trip for one participant (sponsorship includes single participant fee).
- Recognition in app message to all program participants.
- Opportunity to provide branded favor to program participants at sponsored event or in Hospitality Bag.
- Brief speaking opportunity at Plenary Session OR logo tied to Urban Exploration Participant Bag.
- 4th position placement of sponsor logo on digital assets, promotional, and marketing materials.

### **SUPPORTING SPONSOR - \$10,000**

#### **Small Group Dinner or Participant Bag**

- Host of small group dinner of 10-12 participants and local guests during the trip (dinner costs covered by sponsorship fee).
- Guaranteed spot on the trip for one participant (sponsorship includes single participant fee).
- Opportunity to provide branded favor to program participants at sponsored event or in Hospitality Bag.
- 5th position placement of sponsor logo on digital assets, promotional, and marketing materials.

### **HOSPITALITY SPONSOR - \$8,000**

#### **Lanyard, Program App, Mobility, Transportation, and more**

- Logo tied to one aspect of hospitality items or experiences on the trip (see above).
- Guaranteed spot on the trip for one participant (sponsorship includes single participant fee).
- Opportunity to provide branded favor to program participants at sponsored event or in Hospitality Bag.
- 6th position placement of sponsor logo on all program materials, and exclusive placement on sponsored item or experience.

### **COMMUNITY SPONSOR - \$5,000 (tax deductible donation)**

#### **Scholarship Support for UE Participants**

- Covers program fee and associated administrative costs for one community member who requires financial aid.