



UCD Champion Program

TABLE OF CONTENTS

Introduction	2
Prosperity Champion	4
Cornerstone Champion	6
Community Champion	8
Custom Champion Marketing Packages	11

UCD Champion Program Introduction



University City District's (UCD) Champions Program allows area businesses to invest in local economic growth and quality of life while also providing access to networking opportunities, custom research, and exclusive marketing benefits.

EVERY DAY UCD'S CHAMPIONS SUPPORT THE CRITICAL WORK OF MAKING UNIVERSITY CITY CLEAN, SAFE, AND VIBRANT THROUGH UCD'S CORE SERVICES, INCLUDING:

- 97,000 total public safety patrol hours in 2025
- Public maintenance, including the removal of approximately 750 tons of trash, along with hundreds of graffiti tags
- 1,133 nighttime walking escorts for University City students and residents, and 1,051 vehicle services, like lockouts and jump starts
- Over 15,000 special safety checks of properties and businesses
- Major investments in University City public spaces, including The Porch at 30th Street, the 40th Street Trolley Portal, and neighborhood pedestrian plazas and other improvements
- Special events that attract thousands of annual attendees from across the city and region
- Ongoing efforts to increase University City's economic competitiveness through commercial corridor revitalization and maintenance, small business support, and the recruitment of retail prospects for key vacancies

IN ADDITION TO SUPPORTING UCD'S CORE WORK, OUR CHAMPIONS RECEIVE:

Networking Opportunities (NEW):

- Invite-only speaker events featuring University City's premier business and academic leaders, plus hardhat tours of the District's most exciting development projects
- Special invitations to quarterly local business gatherings that bring together a diverse collection of businesses from retail storefronts to multi-location national enterprises

Research:

- Quarterly Champions-only Market Trends newsletter on University City development trends, market data, and new business openings
- Access to customized, research courtesy of UCD's research and data team via tools like PlacerAI, Streetlight, ArcGIS, or Lightcast
- Two copies of the State of University City annual report, with additional copies available at no cost for distribution to partners, stakeholders, and tenants

Priority Business Services:

- Regular exterior building checks
- Graffiti removal, special UCD trash pickups, and public space maintenance services
- On-site Safety Fairs for clients and/or tenants at Champion's University City properties

Customized Marketing Packages:

- Display ads in UCD's bi-weekly email newsletter, Connection
- Acknowledgement and logo placement at UCD's annual State of University City event that brings together the most significant stakeholders and decision makers from University City and beyond
- Guaranteed sponsorship for Champion's selection of UCD's Signature Summer Events, which include the Baltimore Avenue Dollar Stroll, University City Dining Days, University City Summer Series, and/or Movies in Clark Park
- Discounts on additional sponsorship opportunities

QUESTIONS?

Please contact Sarah Steltz, Senior Vice President of Strategy, at [ssteltz@universitycity.org](mailto:sseltz@universitycity.org).

PROSPERITY CHAMPION

CUSTOM MARKETING PACKAGE • \$2,200 APPROXIMATE VALUE



State Of University City Signature Event Sponsorship

In the spring of 2026, we will once again celebrate our annual State of University City event. The evening of networking and celebration is a unique, annual opportunity to align your brand with the most significant stakeholders and decision-makers from University City and beyond. With an invitation list of close to 2,500 people, this event offers significant brand visibility to our Champions.

Benefits included:

- Company name displayed on Champions acknowledgment signage at the event
- Company name displayed on "Thank You to Our Champions" tile ad, shown on-screen at the event before and after the program
- Company name listed in companion publication, State of University City, distributed to all event attendees, mailed to over 1,000 individuals, and distributed throughout the year to neighborhood partners and stakeholders

Supporting Level Sponsorship for ONE Summer 2026 UCD Signature Summer Event

Please note: if you'd like to upgrade your selection to a Complete Sponsorship you will receive a 10% discount on the package upgrade difference.

Eligible events include:

- Baltimore Avenue Dollar Stroll: Presented twice a year, the Baltimore Avenue Dollar Stroll brings thousands out for an evening of deals, dining, and more. Between 40th and 51st Streets all along Baltimore Avenue, businesses offer deals for \$1, \$3, and \$5.
- University City Dining Days: Presented in late July, Dining Days is University City's version of "restaurant week," a promotion where participating restaurants offer a prixfixe three-course dinner special for \$20, \$30, or \$40. Each year, Dining Days brings tens of thousands of diners to local restaurants, and our extensive marketing of this event provides invaluable brand reach for our sponsors.
- Movies in Clark Park: Presented Fridays in August, this series of free outdoor movie screenings is hosted in University City's Clark Park. These free movies engage the community and help bring a safe, family-friendly event to the neighborhood.

Benefits included:

- Logo placement in advertising collateral: All season long, dedicated Summer Events posters and postcards (approximately 10,000+ through the season) are printed and distributed throughout University City and beyond. When ad size allows, logo placements are also included in digital and print advertisements.
- Logo placement with click through on dedicated event landing page on UCD's website: On average, our events pages see over 15,000 visitors and an average of 75,000+ unique page views during the height of events season.

10% Discount on any additional Summer 2026 UCD Signature Summer Event Sponsorship

Please note, our complete 2026 Summer Sponsorship Packages will be available in early 2026. Additional opportunities may be presented to Champions throughout the year.

Connection E-News Advertisements

University City District's email newsletter, Connection, is sent to over 7,400+ opt-in subscribers every other week. The newsletter contains information on major neighborhood stories, local events, job offerings, and is an important community resource.

Benefit included:

- Two runs of Champion-provided ad with click-through link in a 2026 E-news

2026 UNIVERSITY CITY DISTRICT PROSPERITY CHAMPION PARTNERSHIP AGREEMENT



Thank you for your support of UCD's ongoing efforts to ensure that University City is a clean, safe, and vibrant community for residents, employees, and visitors. This agreement serves as confirmation of your organization's participation in UCD's Champions Program. A detailed summary of the benefits associated with your participation can be found in the accompanying document, and an invoice will be provided via email. A hard copy of your Champions Program materials and invoice will also be mailed to your organization.

Please complete the following to select your Champions marketing benefits and help us ensure accurate contact information for your organization.

Please provide the following:

Company Name:

Primary Contact:

Primary Email:

Primary Phone:

Please share contact information for additional team members to receive Champions communications (example: Marketing team members, Community Relations team members, etc.)

Secondary Contact:

Secondary Contact Email:

Secondary Contact Phone:

Additional Contacts:

Please select your 2026 UCD Summer Event Sponsorship as a Prosperity Champion:

Baltimore Avenue Dollar Stroll

University City Dining Days

Movies in Clark Park

Would you like to receive information on additional sponsorship opportunities when they become available?

Yes

No

**Please sign below to confirm your 2026 Champions Program benefits.
Thanks again for your continued support of University City District.**

Signature:

Name:

Company:

Date:

UCD Countersign

Matt Bergheiser, President

Date:

CORNERSTONE CHAMPION

CUSTOM MARKETING PACKAGE • \$4,700 APPROXIMATE VALUE



State Of University City Signature Event Sponsorship

In the spring of 2026, we will once again celebrate our annual State of University City event. The evening of networking and celebration is a unique, annual opportunity to align your brand with the most significant stakeholders and decision-makers from University City and beyond. With an invitation list of close to 2,500 people, this event offers significant brand visibility to our Champions.

Benefits included:

- Company logo included in the State of University City email invitation, sent to 2,500+
- Company logo displayed on Champions acknowledgment signage at the event
- Company logo displayed on "Thank You to Our Champions" tile ad, shown on-screen at the event before and after the program
- Company logo with click-through link included in the State of University City event recap webpage on UCD's website
- Company logo listed in companion publication, State of University City, distributed to all event attendees, mailed to over 1,000 individuals, and distributed throughout the year to neighborhood partners and stakeholders

Supporting Level Sponsorship for TWO Summer 2026 UCD Signature Summer Event

Please note: if you'd like to upgrade your selection to a Complete Sponsorship you will receive a 15% discount on the package upgrade difference.

Eligible events include:

- Baltimore Avenue Dollar Stroll: Presented twice a year, the Baltimore Avenue Dollar Stroll brings thousands out for an evening of deals, dining, and more. Between 40th and 51st Streets all along Baltimore Avenue, businesses offer deals for \$1, \$3, and \$5.
- University City Dining Days: Presented in late July, Dining Days is University City's version of "restaurant week," a promotion where participating restaurants offer a prixfixe three-course dinner special for \$20, \$30, or \$40. Each year, Dining Days brings tens of thousands of diners to local restaurants, and our extensive marketing of this event provides invaluable brand reach for our sponsors.
- Movies in Clark Park: Presented Fridays in August, this series of free outdoor movie screenings is hosted in University City's Clark Park. These free movies engage the community and help bring a safe, family-friendly event to the neighborhood.

Benefits included:

- Logo placement in advertising collateral: All season long, dedicated Summer Events posters and postcards (approximately 10,000+ through the season) are printed and distributed throughout University City and beyond. When ad size allows, logo placements are also included in digital and print advertisements.
- Logo placement with click through on dedicated event landing page on UCD's website: On average, our events pages see over 15,000 visitors and an average of 75,000+ unique page views during the height of events season.

15% Discount on any additional Summer 2026 UCD Signature Summer Event Sponsorship

Please note, our complete 2026 Summer Sponsorship Packages will be available in early 2026. Additional opportunities may be presented to Champions throughout the year.

Connection E-News Advertisements

University City District's email newsletter, Connection, is sent to over 7,400+ opt-in subscribers every other week. The newsletter contains information on major neighborhood stories, local events, job offerings, and is an important community resource.

Benefit included:

- Two runs of Champion-provided ad with click-through link in a 2026 E-news

2026 UNIVERSITY CITY DISTRICT CORNERSTONE CHAMPION PARTNERSHIP AGREEMENT



Thank you for your support of UCD's ongoing efforts to ensure that University City is a clean, safe, and vibrant community for residents, employees, and visitors. This agreement serves as confirmation of your organization's participation in UCD's Champions Program. A detailed summary of the benefits associated with your participation can be found in the accompanying document, and an invoice will be provided via email. A hard copy of your Champions Program materials and invoice will also be mailed to your organization

Please complete the following to select your Champions marketing benefits and help us ensure accurate contact information for your organization.

Please provide the following:

Company Name:

Primary Contact:

Primary Email:

Primary Phone:

Please share contact information for additional team members to receive Champions communications (example: Marketing team members, Community Relations team members, etc.)

Secondary Contact:

Secondary Contact Email:

Secondary Contact Phone:

Additional Contacts:

Please select your 2026 UCD Summer Event Sponsorship. As a Cornerstone Champion, please select TWO events:

Baltimore Avenue Dollar Stroll

University City Dining Days

Movies in Clark Park

Would you like to receive information on additional sponsorship opportunities when they become available?

Yes

No

**Please sign below to confirm your 2026 Champions Program benefits.
Thanks again for your continued support of University City District.**

Signature:

Name:

Company:

Date:

UCD Countersign

A handwritten signature in black ink, appearing to read "Matt J.", written over a horizontal line.

Matt Bergheiser, President

Date:

COMMUNITY CHAMPION

CUSTOM MARKETING PACKAGE • \$8,400 APPROXIMATE VALUE



State Of University City Signature Event Sponsorship

In the spring of 2026, we will once again celebrate our annual State of University City event. The evening of networking and celebration is a unique, annual opportunity to align your brand with the most significant stakeholders and decision-makers from University City and beyond. With an invitation list of close to 2,500 people, this event offers significant brand visibility to our Champions.

Benefits included:

- Company logo with click-through link included in the State of University City email invitation, sent to 2,500+
- Company logo displayed on Champions acknowledgment signage at the event
- Stand-alone tile ad with messaging of Champion's choosing, to be shown on screen at the event before and after the program
- Company logo with click-through link included in the State of University City event recap webpage on UCD's website
- Company logo listed in companion publication, State of University City, distributed to all event attendees, mailed to over 1,000 individuals, and distributed throughout the year to neighborhood partners and stakeholders

Community Champions receive ONE Supporting Level Sponsorship and ONE Complete Level Sponsorship for the 2026 UCD Signature Summer Event Season

Please note: if you'd like to upgrade your selection to a Complete Sponsorship you will receive a 20% discount on the package upgrade difference.

Eligible events include:

- **Baltimore Avenue Dollar Stroll:** Presented twice a year, the Baltimore Avenue Dollar Stroll brings thousands out for an evening of deals, dining, and more. Between 40th and 51st Streets all along Baltimore Avenue, businesses offer deals for \$1, \$3, and \$5.
- **University City Dining Days:** Presented in late July, Dining Days is University City's version of "restaurant week," a promotion where participating restaurants offer a prixfixe three-course dinner special for \$20, \$30, or \$40. Each year, Dining Days brings tens of thousands of diners to local restaurants, and our extensive marketing of this event provides invaluable brand reach for our sponsors.
- **Movies in Clark Park:** Presented Fridays in August, this series of free outdoor movie screenings is hosted in University City's Clark Park. These free movies engage the community and help bring a safe, family-friendly event to the neighborhood.

Supporting Level Benefits included:

- Logo placement in advertising collateral: All season long, dedicated Summer Events posters and postcards (approximately 10,000+ through the season) are printed and distributed throughout University City and beyond. When ad size allows, logo placements are also included in digital and print advertisements.
- Logo placement with click through on dedicated event landing page on UCD's website: On average, our events pages see over 15,000 visitors and an average of 75,000+ unique page views during the height of events season.

Complete Level Sponsorship Benefits Include:

- Logo placement in advertising collateral: All season long, dedicated Summer Events posters and postcards (approximately 10,000+ through the season) are printed and distributed throughout University City and beyond. When ad size allows, logo placements are also included in digital and print advertisements.
- Logo placement with click through link on dedicated event landing page on UCD's website: On average, our events pages see over 15,000 visitors and an average of 75,000+ unique page views during the height of events season.
- Logo placement with click-through link in dedicated event promotional emails leading up to events. Dedicated events emails are sent to a list of 10,000+ opt-in subscribers and have an average open rate of 40%.
- Based on event selection, additional opportunities included:
 - **Dollar Strolls:** Onsite presence along the Dollar Stroll route during June and September events. Interact with more than 8,000 individuals in attendance at each event, capture contact information or other useful consumer data, distribute information about your business, etc.
 - **Movies in Clark Park:** Onsite presence at Movies for the duration of the series. Interact with hundreds of movie-goers and park visitors in attendance at each event, capture contact information or other useful consumer data, distribute information about your business, etc.
 - **University City Dining Days:** Logo placement on direct mail campaign sent to 23,000+ households in the University City neighborhood and beyond.
- Two invitation-only hard-hat tours of new buildings in the district
- Invitations to quarterly networking gatherings of the University City business community

20% Discount on any additional Summer 2026 UCD Signature Summer Event Sponsorship

Please note, our complete 2026 Summer Sponsorship Packages will be available in early 2026. Additional opportunities may be presented to Champions throughout the year.

Connection E-News Advertisements

University City District's email newsletter, Connection, is sent to over 7,400+ opt-in subscribers every other week. The newsletter contains information on major neighborhood stories, local events, job offerings, and is an important community resource.

Benefit included:

- Quarterly runs of Champion-provided ad with click-through link in our E-news newsletter, for a total of 4 runs

2026 UNIVERSITY CITY DISTRICT COMMUNITY CHAMPION PARTNERSHIP AGREEMENT



Thank you for your support of UCD's ongoing efforts to ensure that University City is a clean, safe, and vibrant community for residents, employees, and visitors. This agreement serves as confirmation of your organization's participation in UCD's Champions Program. A detailed summary of the benefits associated with your participation can be found in the accompanying document, and an invoice will be provided via email. A hard copy of your Champions Program materials and invoice will also be mailed to your organization

Please complete the following to select your Champions marketing benefits and help us ensure accurate contact information for your organization.

Please provide the following:

Company Name:

Primary Contact:

Primary Email:

Primary Phone:

Please share contact information for additional team members to receive Champions communications (example: Marketing team members, Community Relations team members, etc.)

Secondary Contact:

Secondary Contact Email:

Secondary Contact Phone:

Additional Contacts:

Please select your 2026 UCD Summer Event for Complete Sponsorship:

Baltimore Avenue Dollar Stroll

University City Dining Days

Movies in Clark Park

Please select your 2026 UCD Summer Event for Supporting Sponsorship:

Baltimore Avenue Dollar Stroll

University City Dining Days

Movies in Clark Park

Would you like to receive information on additional sponsorship opportunities when they become available?

Yes

No

**Please sign below to confirm your 2026 Champions Program benefits.
Thanks again for your continued support of University City District.**

Signature:

Name:

Company:

Date:

UCD Countersign

Matt Bergheiser, President

Date:

CUSTOM CHAMPION MARKETING PACKAGES



UCD Champions receive a customized marketing package based on their Champions level. Packages include visibility through UCD events, digital communications, and sponsorship opportunities.

Estimated Value by Level

- Community Champion: \$8,400
- Cornerstone Champion: \$4,700
- Prosperity Champion: \$2,200

Core Benefits (All Levels)

- Recognition at UCD's State of University City event
- Opportunities to sponsor Signature Summer Events
- Discounted rates for additional sponsorships
- Inclusion in UCD communications and materials

State of University City Event (Spring 2026)

An annual networking and visibility event with ~2,500 invitees, including major University City stakeholders.

Community Champion (~\$5,000 value)

- Logo in email invitation (2,500+ recipients)
- Logo on event signage
- Stand-alone on-screen ad at event
- Logo on event recap webpage
- Logo in printed State of University City publication

Cornerstone Champion (~\$2,500 value)

- Logo in email invitation
- Logo on event signage
- Logo in shared "Thank You to Our Champions" on-screen slide
- Logo on event recap webpage
- Logo in printed publication

Prosperity Champion (~\$1,000 value)

- Company name on event signage
- Company name on shared on-screen "Thank You" slide
- Company name in printed publication

Connection E-Newsletter Advertising

Bi-weekly email sent to 5,800+ subscribers.

- Community Champion: 4 ads per year (quarterly)
- Cornerstone Champion: 2 ads per year
- Prosperity Champion: 2 ads per year

(All ads include click-through links.)

Signature Summer Events Sponsorships

Events reach thousands of residents, workers, and visitors through on-site engagement, digital marketing, email, social media, and print.

INCLUDED SPONSORSHIPS:

Community Champion:

- 1 Complete Event Sponsorship + 1 Supporting Event Sponsorship
- 20% discount on upgrades or additional sponsorships

Cornerstone Champion:

- Supporting Sponsorship for 2 events
- 15% discount on upgrades or additional sponsorships

Prosperity Champion:

- Supporting Sponsorship for 1 event
- 10% discount on upgrades or additional sponsorships

Eligible Events

- Baltimore Avenue Dollar Stroll (June & September)
- University City Dining Days (July)
- Movies in Clark Park (August)

SPONSORSHIP LEVELS:

Complete Sponsorship (~\$2,500 per event)

- Logo on event posters, postcards, and ads
- Logo and link on event webpage
- Logo and link in event promotional emails
- Event-specific benefits (e.g., on-site presence or direct mail inclusion)

Supporting Sponsorship (~\$1,500 per event)

- Logo on event posters and postcards
- Logo and link on event webpage

UCD Champions Comparison

Benefit	Community Champion	Cornerstone Champion	Prosperity Champion
Estimated Total Package Value	\$8,400	\$4,700	\$2,200
State of University City Event Package			
Email Invitation (2,500+)	Logo + link	Logo	
Event Signage	Logo	Logo	Name
On-Screen Recognition	Stand-alone slide	Shared thank-you slide	Shared thank-you slide (name)
Event Recap Webpage	Logo + link	Logo + link	
Printed Publication	Logo	Logo	Name
Connection E-News Ads	4 per year	2 per year	2 per year
Summer Event Sponsorships	1 Complete + 1 Supporting	Supporting (2 events)	Supporting (1 event)
Upgrade Discount	20%	15%	10%