



## ANNOUNCEMENT: NEW DIZ WEBSITE LAUNCHED

The emerging Downtown Innovation Zone (DIZ) is a result of an organic new movement in the center city. It is attracting significant young talent for the first time in years, and is becoming a crucial force in the rebuilding of the center city. It has very real implications for real estate – in helping to fill office buildings and absorbing new housing coming out of the development pipeline. This new population is also impacting the market for new downtown retail.

A dynamic new website has launched – [www.RocDIZ.com](http://www.RocDIZ.com) – and it promises to become a primary portal for the growing number of innovation and creative class companies moving into the DIZ and the region. A wide variety of innovation and creative companies are choosing to locate downtown and the young talent they thrive on demands a dynamic, engaging urban environment to work and live.

The DIZ website is your opportunity to create connections with these emerging companies and their workforce. [www.RocDIZ.com](http://www.RocDIZ.com) will become a significant portal connecting DIZ companies and other entrepreneurs to a broad base of startup support services and resources. The DIZ website will be pivotal to finding non-traditional office space, cool loft apartments, funding resources, and entrepreneurial support services.

## SPONSORSHIP OPPORTUNITIES

There are several interesting opportunities for sponsorship, dependent on your company's goals, objectives, and budget.

**HOME PAGE (3 @ \$5,000):** There will be three primary supporters of the DIZ website. Their logos will appear at the top of the homepage. Two primary supporters have already committed – RDDC and RG&E, which leaves one space remaining. The cost for this level of sponsorship is \$5,000 annually. This sponsor will be given the right of first refusal after the first year before returning to the open market. The sponsors committed at this level will also be listed on the "About" page as a "Funder" with a five sentence company description and live link to their website.

**DIZ MAP PAGE (1 @ \$2,500):** The map is being designed to have multiple layers – DIZ company locations, downtown incubators, StartUp NY locations, and major support institutions, plus the comprehensive list of all DIZ innovation and creative class enterprises with live links. Map symbols on the homepage and other pages on the site click through to this page, and it is anticipated that this will be the most heavily trafficked page on the [www.RocDIZ.com](http://www.RocDIZ.com) website.

**FIND WORKSPACE (1 @ \$3,000, 4 @ \$1,000, 4 @ \$800),  
FIND LIVING SPACE (1 @ \$3,000, 4 @ \$1,000, 4 @ \$800):**

These two pages highlight specific buildings and spaces, in addition to linking the website users to a searchable downtown real estate portal. The “Find Space” page will be sub-divided into work space and live space; work-live space will be included in both.

The sponsors at the “featured” level on both pages will have a full-screen image of their space at the top of the page. The image will be linked to the real estate company’s website and will offer highlighted details about the space. The cost of this level of sponsorship is \$3,000.

Below the featured spaces, there will be eight additional “highlighted” spaces on both the workspace and living space pages, with images a quarter of the size of the “featured” space, but with highlighted details. The sponsorship cost for the top level row is \$1,000 annually. The sponsorship cost for the secondary level row is \$800 annually.

Sponsors will pay annually with the opportunity to change images, properties, and descriptive language on a quarterly basis. All advertisers on the “Find Space” pages will be listed as “Supporters” on the “About” page accompanied by a brief company description and link to their corporate website.

**Already taken! SECURE FUNDING (3 @ \$800):** This page links to a variety of regional opportunities for micro loan funding, angel funding, seed and early stage capital, and capital for more mature companies. There will be one sidebar advertising section, with a maximum of three sponsors. The cost of this sponsorship is \$800 annually. The option to have exclusive sponsorship on the “Secure Funding” page is available at \$2,200 annually.

All advertisers on the “Secure Funding” page will be listed as “Supporters” on the “About” page accompanied by a brief company description and link to website.

**GET SUPPORT (3 @ \$800):** This page provides links to organizational resources, government resources, and primary resource portals. There will be one advertising sidebar on this page, with a maximum of three sponsors. The cost of this sponsorship is \$800 annually. The option to have exclusive sponsorship on the “Get Support” page is available at \$2,200 annually.

All advertisers on the “Get Support” page will be listed as “Supporters” on the “About” page accompanied by a brief company description and link to website.

**For additional information, contact Bailey Taddei  
bailey@rddc.org | 585.263.6957**