



DOWNTOWN SUMMERLIN SPONSORSHIP OPPORTUNITIES

Howard Hughes DOWNTOWN
SUMMERLIN®

MARKETING DEMOGRAPHICS

SUMMERLIN AN AWARD-WINNING COMMUNITY BUILT FROM A BIG VISION

200+ MILES	OF AWARD WINNING TRAILS	
22,500 TOTAL ACREAGE OF THE COMMUNITY	250+ NEIGHBORHOOD PARKS	10 GOLF COURSES
127K POPULATION	\$147,776 AVERAGE HHI	

\$721,990 Median New Home Price (year end 2022)
\$605,000 Median Resale Price (year end 2022)
50% College Educated
26% Households with Children

Source: Applied Analysis 2023

HOME TO	LAS VEGAS AVIATORS, VEGAS GOLDEN KNIGHTS, NEVADA BALLET THEATRE, TPC SUMMERLIN
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5	RESIDENT AND COMMUNITY POOLS
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6	RESIDENT AND PUBLIC COMMUNITY CENTERS
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MOST EDUCATIONAL CHOICE
26 PUBLIC AND PRIVATE K-12 + 3 HIGHER LEARNING INSTITUTIONS

1 WATER PARK, 1 LIBRARY,
3 RESORTS, 1 HOSPITAL,
14 HOUSES OF WORSHIP



Summerlin is the top selling MPC in Las Vegas and Fourth Bestselling MPC in the country.

Sponsorship

MARKETING DEMOGRAPHICS



APPROXIMATELY 20 MILLION DTS VISITORS ANNUALLY

LAS VEGAS VALLEY AREA

2.3M POPULATION

25% with college degrees

46% of households earning greater than \$75K

Per LVGEA.org/data-portal/location-comparison

DTS Primary Trade Area | (20-minute drive time)

1M POPULATION

496K DAYTIME EMPLOYEES

\$96K AVERAGE HH INCOME

Source: Applied Analysis, Environics 2.2022



Sponsorship

DIGITAL SNAPSHOT



64K



62.2K



8.8K



1.5K



46.4K



6.5K

Sponsorship

EVENT SNAPSHOT

Full Year

Lucky Climber Play Area
Weekly Farmers Market (Every Saturday)

February

Lunar New Year Parade (One Day Celebration)

April – September

Fitness on The Lawn Series (Tuesday Evenings)

April

Tour de Summerlin

May

Lei Day Parade (One Day Celebration)
Mental Health Awareness Month

June - July

Summerlin Sounds Summer Concert Series (6-week series)

October

Halloween Parade of Mischief (Friday and Saturday Evenings)
Summerlin Festival of Arts (Three Day Event)

November - December

Santa Chalet
Rock Rink
Holiday Parade (Friday and Saturday Evenings)

December

Hanukkah with Jewish Nevada (One Night Celebration)



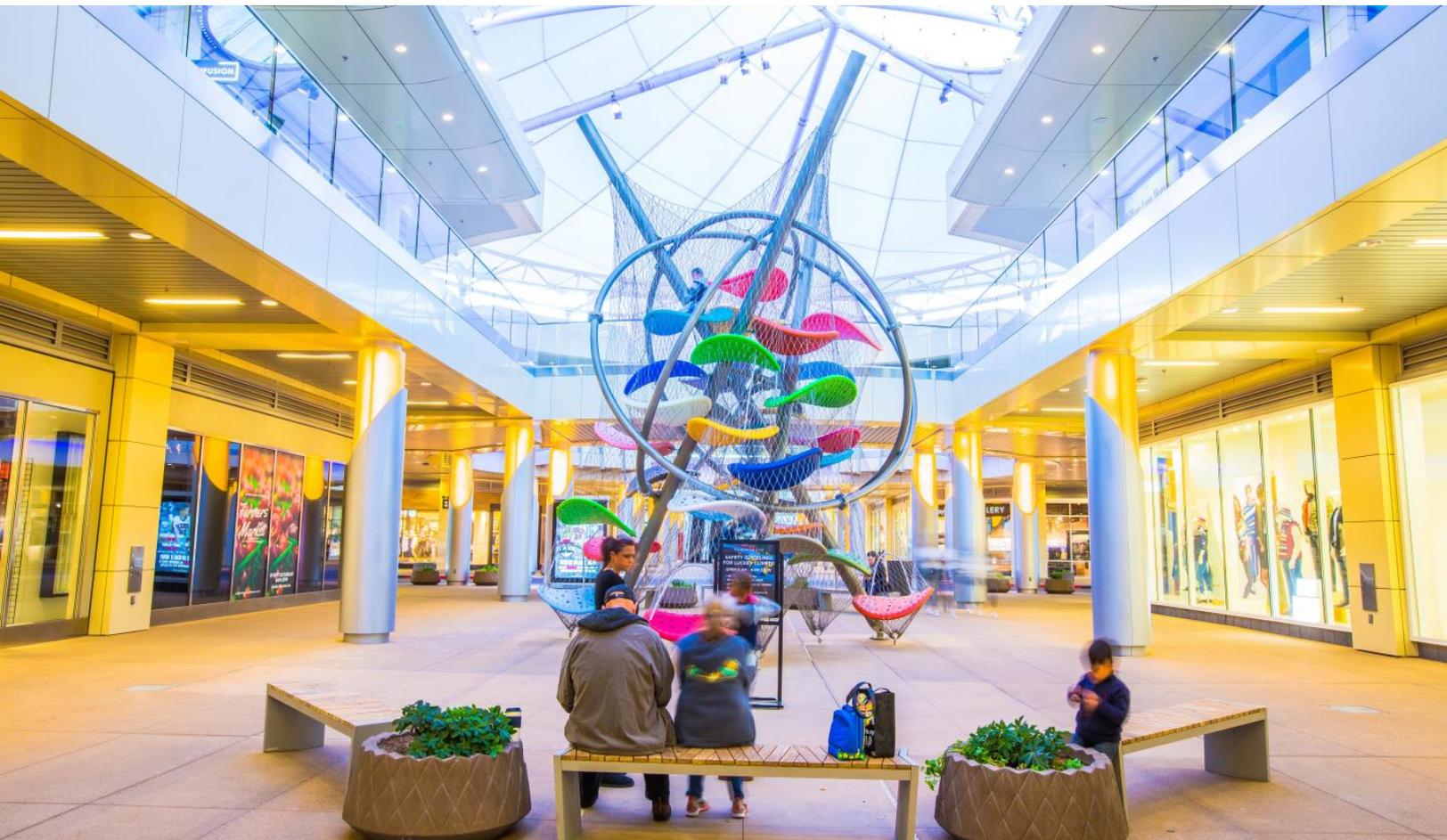
Sponsorship

LUCKEY CLIMBER PLAY AREA

Come and play at Downtown Summerlin's **Lucky Climber** — a unique climbing sculpture designed by noted kid architect Spencer Luckey. Resembling an atom, the sculpture stands 24' tall and features 30 multi-colored platforms, inviting kids to explore different paths among its protons, neutrons and electrons and imbue it with energy, laughter and play. The Lucky Climber offers adventure to kids of all ages while challenging them to problem-solve, think spatially, and most of all, be kids. Located under The Pavilion, the Lucky Climber experiences high traffic with events such as the DTS weekly Farmer's Market and signature events including the Summerlin Festival of Arts, Vintage Market Days, Wine Walk and more.

ANNUAL SPONSORSHIP

- Logo inclusion / brand mention as sponsor on all on-site signage, Summerlin website, social media channels and media.
- Logo inclusion on surrounding columns and floor decals.
- Brand mention and logo inclusion in weekly story time book reading events and activities during weekly Farmers Market.
- Opportunity to host one local event near structure to highlight partnership.
- Brand inclusion as presenting event sponsor on the three existing digital pylon signs located on the corners of Sahara and 215, Summerlin Centre Drive.
- Brand inclusion as presenting sponsor on the media board located on Festival Plaza Drive near lululemon.



Sponsorship

FARMERS MARKET

Downtown Summerlin hosts a weekly Farmers Market every Saturday from 9AM to 2PM. The Las Vegas Farmers Market® features the freshest fruits and vegetables from the Southwest, authentic hand-crafted European style breads and cakes as well as local fresh breads and pastries, blood oranges and many varieties of citrus, asparagus, beets, leaf greens, nuts, pasta, salad mix, fresh cut flowers, bedding plants, avocados, squash, pomelos, bok choy, strawberries, and more.

12-MONTH PRESENTING SPONSOR – SOLD!

January – December

Presenting Sponsorship of the Downtown Summerlin Farmers Market to include:

- Logo inclusion / brand mention as sponsor on all on-site signage, Summerlin website, social media channels and media.
- Logo inclusion on all on-site signage including static and digital backlits, 22x28's and bike racks.
- Brand inclusion as presenting event sponsor on the three existing digital pylon signs located on the corners of Sahara and 215, Summerlin Centre Drive.
- Brand inclusion as presenting sponsor on the media board located on Festival Plaza Drive near lululemon.

Video: [2023 Downtown Summerlin Farmers Market](#)





FARMERS MARKET



Sponsorship

Lunar New Year Parade

Downtown Summerlin celebrates Lunar New Year with the signature Lunar New Year Parade. The parade is complete with fan dancers, stilt walkers, an oversized-dragon and in partnership with Best Agency, the parade features Lohan School of Shaolin and K-Star Training Academy. The property celebrates with festive décor throughout the common areas.

PRESENTING EVENT SPONSOR – SOLD UNTIL 2026!

- Logo inclusion / brand mention as presenting sponsor in all paid advertising including digital, LVRJ, radio, mobile billboard, Summerlines, Summerlin MPC Banners.
- Brand inclusion as presenting sponsor on static billboard along the 215.
- Brand inclusion as presenting sponsor on all digital including Summerlin’s website, social media, eblasts and Summerlin App.
- Brand inclusion as presenting sponsor on the three existing digital pylon signs located on the corners of Sahara and 215, Summerlin Centre Drive and Pavilion Center Drive .
- Brand inclusion as presenting sponsor on the media board located on Festival Plaza Drive near lululemon.
- Brand mention as presenting sponsor in parade voiceover pre/post parade.
- Brand inclusion as presenting sponsor on all on-site signage including static and digital backlits, 22x28’s, and bike racks.

Video: [2024 Lunar New Year Parade](#)





LUNAR NEW YEAR



Sponsorship

FITNESS ON THE LAWN

Downtown Summerlin presents Fitness on The Lawn — a series of complimentary outdoor fitness classes held every Tuesday from 7:00 p.m. to 8:00 p.m. April through September. Celebrating a hallmark of Summerlin Life, and featuring DTS's fitness tenants including TruFusion, Pure Barre, Free People, and lululemon, fitness enthusiasts gather weekly for a variety of classes ranging from yoga, barre, boot camp, Zumba and more.

6-MONTH PRESENTING SPONSOR – SOLD!

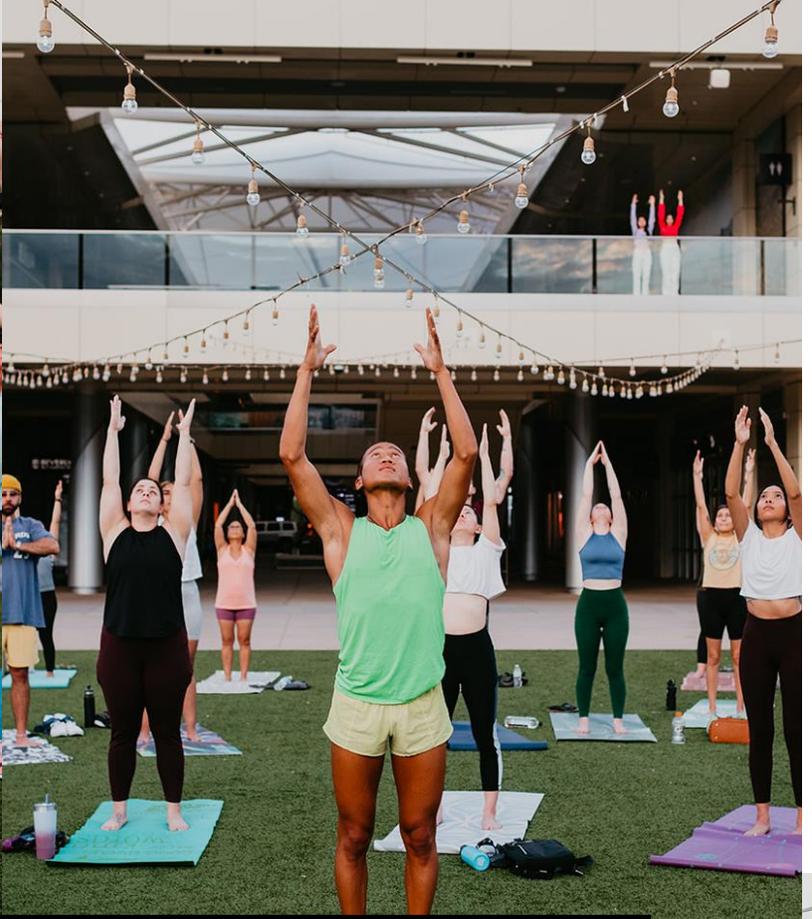
April – September

Presenting Sponsorship of Fitness On The Lawn to include:

- Logo inclusion / brand mention as presenting sponsor in all paid advertising, on-site signage, event collateral, Summerlin website, social media channels and media.
- Opportunity to table and distribute branded products every Tuesday alongside fitness hosts such as Trufusion, Pure Barre, Lululemon, and Free People.
- Brand inclusion as presenting event sponsor on the three existing digital pylon signs located on the corners of Sahara and 215, Summerlin Centre Drive.
- Brand inclusion as presenting sponsor on the media board located on Festival Plaza Drive near lululemon.
- Dedicated Email Blast to the Downtown Summerlin database announcing the partnership.

Video: [2022 Fitness on the Lawn](#)





FITNESS ON THE LAWN



Sponsorship

LEI DAY PARADE

Downtown Summerlin celebrates Asian American and Pacific Islander Heritage Month with an annual Lei Day Parade along Park Centre Drive. This parade celebrates the rich heritage of the Hawaiian and Pacific Islands and will feature local Halaus and Polynesian Dance Companies including the Nani ola Hawaiian Dance Company, Na hula o kaleiokapualani and the Tevakanui Polynesian Dance Company.

PRESENTING SPONSOR

May 1

Presenting Sponsorship of the Lei Day Parade to include:

- Logo inclusion / brand mention as presenting sponsor in all paid advertising including digital, LVRJ, radio, mobile billboard, Summerlines, Summerlin MPC Banners.
- Brand inclusion as presenting sponsor on static billboard along the 215.
- Brand inclusion as presenting sponsor on all digital including Summerlin's website, social media, eblasts and Summerlin App.
- Brand inclusion as presenting sponsor on the three existing digital pylon signs located on the corners of Sahara and 215, Summerlin Centre Drive and Pavilion Center Drive .
- Brand inclusion as presenting sponsor on the media board located on Festival Plaza Drive near lululemon.
- Brand mention as presenting sponsor in parade voiceover pre/post parade.
- Sponsor VIP night at parade with seating and Downtown Summerlin gift bag.
- Brand inclusion as presenting sponsor on all on-site signage including static and digital backlights, 22x28's and bike racks.

Video: [2023 Lei Day Parade](#)





LEI DAY PARADE



Sponsorship

SUMMERLIN SOUNDS

Downtown Summerlin hosts the Summerlin Sounds Summer Concert Series every Wednesday evening at 6PM! Enjoy an evening at The Lawn featuring live music, kids' activities and more for the perfect way to celebrate the Summer.

PRESENTING SPONSOR – SOLD!

June – July

Presenting Sponsorship of Summerlin Sounds to include:

- Logo inclusion / brand mention as presenting sponsor in all paid advertising, on-site signage, event collateral, Summerlin website, social media channels and media.
- Opportunity for branded 10x10 tent and/or street team product activation at every concert (6 total).
- Brand inclusion as presenting event sponsor on the three existing digital pylon signs located on the corners of Sahara and 215, Summerlin Centre Drive.
- Brand inclusion as presenting sponsor on the media board located on Festival Plaza Drive near lululemon.
- Dedicated Email Blast to the Downtown Summerlin database announcing the partnership.

Video: [2023 Summerlin Sounds](#)





SUMMERLIN SOUNDS



Sponsorship

PARADE OF MISCHIEF

Every October, Downtown Summerlin produces a family-friendly “Parade of Mischief” Halloween Parade featuring Halloween's best hits as we fill the streets with spooky-fun characters, performances and cause mischief every Friday and Saturday night.

PRESENTING EVENT SPONSOR

- Logo inclusion / brand mention as presenting sponsor in all paid advertising including digital, LVRJ, radio, mobile billboard, Summerlines, Summerlin MPC Banners.
- Brand inclusion as presenting sponsor on static billboard along the 215.
- Brand inclusion as presenting sponsor on all digital including Summerlin’s website, social media, eblasts and Summerlin App.
- Brand inclusion as presenting sponsor on the three existing digital pylon signs located on the corners of Sahara and 215, Summerlin Centre Drive and Pavilion Center Drive .
- Brand inclusion as presenting sponsor on the media board located on Festival Plaza Drive near lululemon.
- Logo inclusion on lighted giveaway.
- Brand mention as presenting sponsor in parade voiceover pre/post parade.
- (1) One sponsor VIP night at parade with seating, heaters and Downtown Summerlin gift bag.
- Brand inclusion as presenting sponsor on all on-site signage including static and digital backlits, 22x28’s and bike racks.

Video: [2023 Parade of Mischief](#)





PARADE OF MISCHIEF



Sponsorship

SUMMERLIN FESTIVAL OF ARTS

The Annual Summerlin Festival of Arts is a free outdoor festival of art, entertainment and live performances that will take place in October with a three-day festival at Downtown Summerlin. The highly successful event features more than 100 celebrated artists and craftspeople and a full entertainment line-up featuring fine arts, dance performances and live music.

COMMUNITY PARTNER PACKAGE
3 Available

EXCLUSIVE AUTOMOTIVE COMMUNITY PARTNER PACKAGE
1 Available

Video: [2023 Summerlin Festival of Arts](#)





SUMMERLIN FESTIVAL OF ARTS



Sponsorship

HOLIDAY — ROCK RINK

Downtown Summerlin presents **Rock Rink** — the signature ice skating rink located near The Pavilion at The Lawn. Featuring 8,200 square feet of real-ice rink set to the backdrop of joyful holiday music and an exciting 40-foot holiday tree overlooking the rink.

PRESENTING SPONSOR — SOLD!

Mid-November through Mid-January

- Logo inclusion / brand mention as presenting sponsor in all paid advertising including digital, LVRJ, radio, mobile billboard, Summerlines, Summerlin MPC Banners.
- Brand inclusion as presenting sponsor on digital billboards along the 215.
- Brand inclusion as presenting sponsor on all digital including Summerlin's website, social media, eblasts and Summerlin App.
- Brand inclusion as presenting sponsor on the three existing digital pylon signs located on the corners of Sahara and 215, Summerlin Centre Drive and Pavilion Center Drive.
- Brand inclusion as presenting sponsor on the media board located on Festival Plaza Drive near lululemon.
- Logo inclusion on (5) five Rock Rink Panels.
- Brand mention as presenting sponsor in Rock Rink voiceover.
- (1) One sponsor VIP night Rock Rink for (20) twenty guests.
- Branded gobo lit on the Rock Rink ice.
- Brand inclusion as presenting sponsor on all on-site signage including static and digital backlits, 22x28's, floor decals, pole wraps.

Video: [Rock Rink at Downtown Summerlin](#)



Holiday Sponsorship

Holiday Cup Sponsorship

Downtown Summerlin is pleased to announce the return of Rock Rink presented by Live Nation! – the signature 8,000 square foot real-ice skating rink located near The Pavilion at The Lawn is Summerlin’s premier ice-skating rink. Featuring festive holiday music and an impressive 40-foot glittering holiday tree overlooking the rink, the Rock Rink is a cherished winter-time memory.

Holiday Cup Sponsor

November 15 – January 20

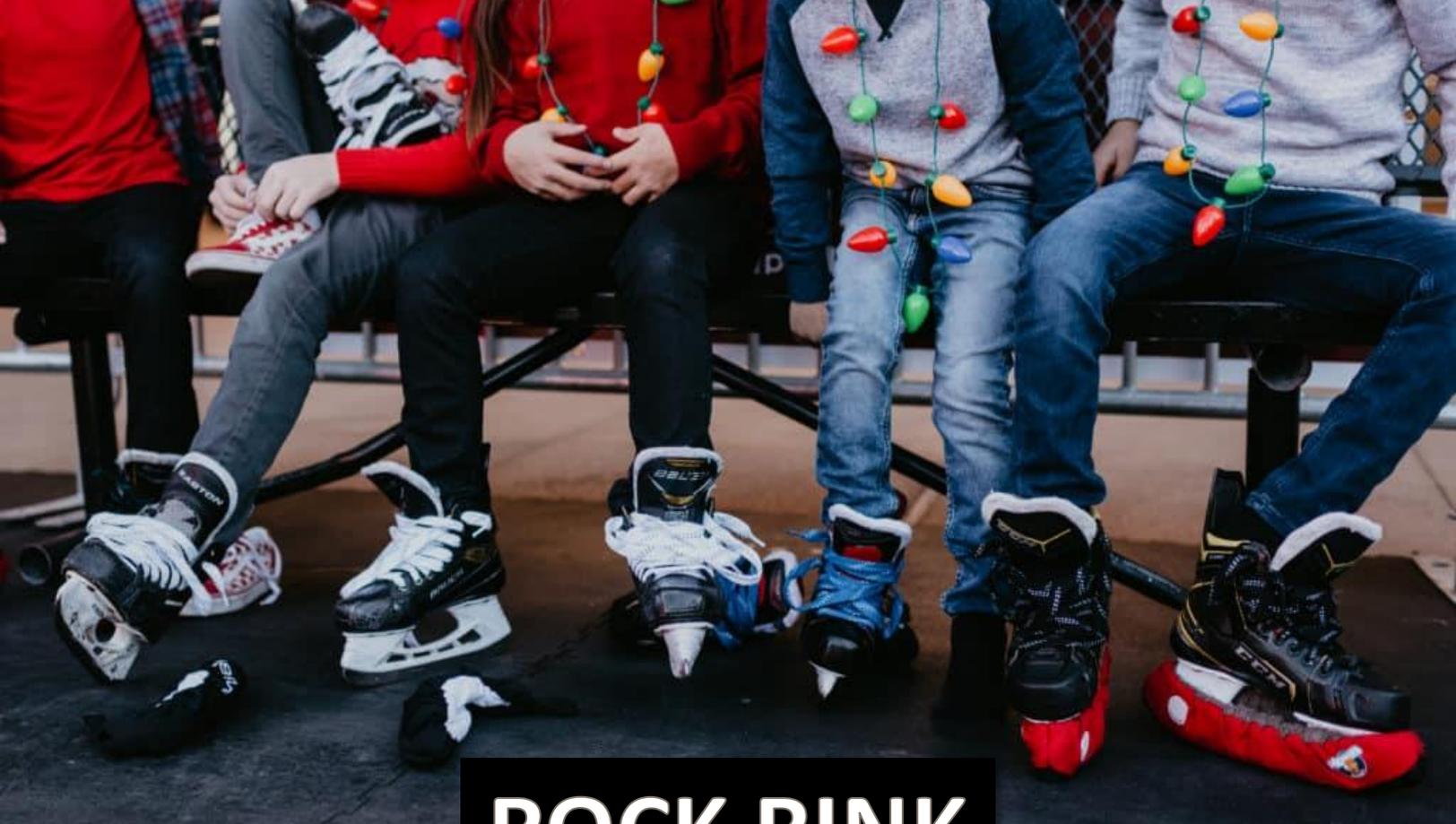
- Logo inclusion on produced holiday hot cups or customized coffee sleeve.
- Inclusion on Downtown Summerlin’s social media throughout the holidays season.
- ADDED VALUE: Custom Drink Stopper, Production Cost Only.

2023 RESULTS:

OVER 12,000 HOT CUPS SOLD AT AIRSTREAM
OVER 36,000 ICE SKATERS AT ROCK RINK



***mockup for reference only, not actual design*



ROCK RINK



Sponsorship

HOLIDAY — SANTA CHALET

Santa Claus arrives to Downtown Summerlin this holiday season and makes his home at his Winter Wonderland Chalet located in the Macy's Promenade through December 24. Featuring a forest of mountain pines and playful deer, sculpted in hues of winter white, red and green that transform the location to a magical mountain chalet nuanced with a modern take on traditional holiday detail and pattern, creating a festive environment for children and adults alike to whisper their holiday wishes.

PRESENTING SPONSOR + PHOTO OP SPONSOR — SOLD!

Mid-November through December 24

- Logo inclusion / brand mention as presenting sponsor in all paid advertising including digital, LVRJ, radio, mobile billboard, Summerlines, Summerlin MPC Banners.
- Brand inclusion as presenting sponsor on digital billboard along the 215.
- Brand inclusion as presenting sponsor on all digital including Summerlin's website, social media, eblasts and Summerlin App.
- Brand inclusion as presenting sponsor on the three existing digital pylon signs located on the corners of Sahara and 215, Summerlin Centre Drive and Pavilion Center Drive.
- Brand inclusion as presenting sponsor on the media board located on Festival Plaza Drive near lululemon.
- Branded reindeer noses distributed at Santa set daily and parade nights to all visitors.
- (1) One sponsor VIP night at the chalet for (20) twenty guests.
- Logo inclusion at Santa set both interior branding and exterior.
- Opportunity to provide collateral at Santa set for distribution.
- Branded flagpole banners at Santa Chalet.
- Brand inclusion as presenting sponsor on all on-site signage including static and digital backlits, 22x28's, floor decals.





SANTA CHALET



Sponsorship

HOLIDAY - PARADE

Downtown Summerlin celebrates the holiday season in a BIG way every Friday and Saturday lighting up the streets with the return of the annual holiday parade featuring festive floats inspired by your favorite holiday movies, dancers and characters, snow and of course the big guy himself, Santa! All shows are free and open to the general public.

PARADE SPONSOR – 10 Parades

November - December

Float Sponsorship of the Holiday Parade to include:

- Logo inclusion / brand mention as presenting sponsor in all paid advertising including digital, LVRJ, radio, mobile billboard, Summerlines, Summerlin MPC Banners.
- Brand inclusion as presenting sponsor on static billboard along the 215.
- Brand inclusion as presenting sponsor on all digital including Summerlin's website, social media, eblasts and Summerlin App.
- Brand inclusion as presenting sponsor on the three existing digital pylon signs located on the corners of Sahara and 215, Summerlin Centre Drive and Pavilion Center Drive.
- Brand inclusion as presenting sponsor on the media board located on Festival Plaza Drive near lululemon.
- Brand mention as presenting sponsor in parade voiceover pre/post parade.
- (1) One sponsor VIP night at parade with seating, heaters and Downtown Summerlin gift bag and (20) twenty comp Rock Rink tickets.
- Brand inclusion as presenting sponsor on all on-site signage including static and digital backlights, 22x28's, and bike racks.

Video: [2023 Holiday Parade](#)





HOLIDAY PARADE



Sponsorship

HANUKKAH AT DOWNTOWN SUMMERLIN

Downtown Summerlin partners with Jewish Nevada in celebration of Hanukkah each year! Attendees can enjoy a festive family-friendly event featuring a menorah lighting, kids' activities, entertainment and more! Throughout the entire duration of Hanukkah guests are invited to visit the lighted menorah located at The Dining Arroyo.

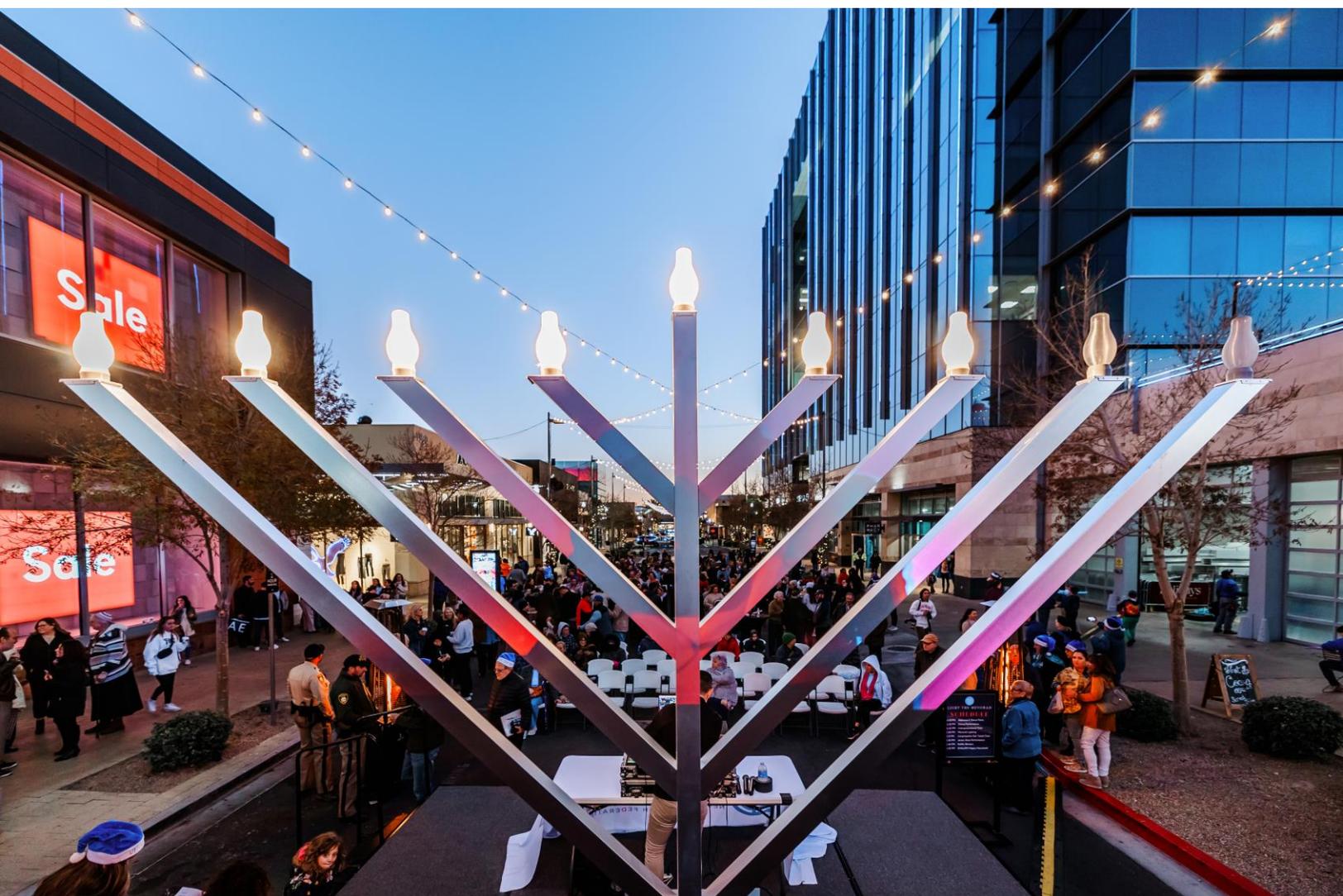
PRESENTING SPONSOR

December, date TBD

Presenting Sponsorship of the Downtown Summerlin Hanukkah event to include:

- Logo inclusion/brand mention as presenting sponsor in all paid advertising, on-site signage, radio, Downtown Summerlin website, social media channels and media.
- Opportunity for branded tent and/or vehicle display at Hanukkah.
- Brand inclusion on the corners of Sahara and 215, Summerlin Centre Drive.
- Brand inclusion as presenting sponsor on the media board located on Festival Plaza Drive near lululemon.

Video: [2022 Hanukkah](#)





HANUKKAH





For Additional Sponsorship Information

PLEASE CONTACT:

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