

## Cover

### NoMa Business Improvement District (BID)

Sponsorship Prospectus 2025–2026

Building Community. Powering Business. Activating Place.

## Page 2 | NoMa Overview

The NoMa Business Improvement District (BID) is a dynamic, forward-thinking organization dedicated to enhancing the vibrancy, safety, and economic vitality of the NoMa neighborhood in Washington, DC. Through placemaking, events, public space activation, and strategic partnerships, NoMa BID creates experiences that bring together residents, workers, visitors, and businesses. NoMa is home to major employers, residential communities, creative entrepreneurs, and cultural institutions, making it a powerful platform for brands seeking meaningful, high-impact engagement.

## Page 3 | NoMa Community at a Glance

NoMa BID’s year-round programming connects thousands of people through:

- Wellness and fitness experiences
- Arts and cultural festivals
- Food and beverage activations
- Business networking events
- Family-friendly celebrations
- Public space programming

Our events transform streets, parks, and plazas into welcoming destinations that drive foot traffic and foster community pride.

## Page 4 | 2025 Community Impact & Reach

### Annual Engagement

- 50+ public programs and activations
- 30,000+ annual attendees
- 1,000+ local business touchpoints

### Audience Profile

- Residents and families
- Young professionals
- Corporate employees
- Small business owners
- Regional visitors

### Digital Reach

- Website visitors
- Social media followers
- Email subscribers
- Partner amplification

## Page 5 | As a Sponsor, You Will

As a NoMa BID sponsor, your brand will:

- Gain direct access to a highly engaged urban audience
- Build authentic community connections
- Align with neighborhood growth and revitalization
- Receive multi-channel brand exposure
- Participate in experiential marketing opportunities
- Demonstrate commitment to local impact

Our partnerships prioritize activation, storytelling, and measurable engagement, beyond traditional logo placement.

## Page 6 | NoMa BID Assets

### Public Relations Assets

- Press releases and media advisories
- Event media outreach
- Sponsor inclusion in media pitches
- On-site media interviews
- Photo and video documentation
- Post-event impact reports

### On-Site Opportunities

- Branded tents and activation zones
- Sampling and product distribution
- Interactive installations
- Stage mentions and signage
- Step-and-repeat backdrops
- Experiential pop-ups
- VIP lounge branding
- Branded giveaways

### Marketing & Promotion Assets

- Website sponsor listings
- Event landing pages
- Social media features
- Sponsored posts and reels
- Email newsletter placement
- Digital ads and banners- sponsor banners
- Event signage
- Wayfinding and street banners
- QR code engagement - at the events and linktree

## Page 7 | Signature Events

NoMa BID's signature events provide high-impact platforms for sponsor visibility, activation, and storytelling.

### Spring Into Fitness

A seasonal wellness series featuring group workouts, health vendors, and fitness partners.

#### Opportunities:

- Branded workout zones
- Product sampling
- Instructor partnerships
- Wellness lounge sponsorship

### CiNoMatic

An outdoor movie and entertainment series that transforms public spaces into community theaters.

#### Opportunities:

- Screen branding
- Branded seating areas
- Concession partnerships

### NoMa Farmers Market

A weekly market supporting local vendors, makers, and food entrepreneurs.

#### Opportunities:

- Market sponsor recognition
- Branded reusable bags
- Sampling booths
- Vendor collaborations

### NoMa's Annual Meeting

An annual gathering of stakeholders, businesses, and community leaders.

#### Opportunities:

- Presenting sponsorship
- Program advertising
- Branded reception
- Thought leadership opportunities

### Metropolitan Beer Trail

A curated tasting experience highlighting regional breweries and hospitality partners.

#### Opportunities:

- Trail sponsorship
- Branded passports
- Sampling activations
- Digital check-ins

### **NoMa Business Social & Property Manager Social**

Professional networking events connecting business leaders and property managers.

#### **Opportunities:**

- Hosted receptions
- Branded networking spaces
- Sponsored refreshments
- Lead generation

### **PumpkinPalooza**

A family-friendly fall festival with activities, performances, and seasonal experiences.

#### **Opportunities:**

- Activity zone sponsorship
- Family lounge branding
- Take-home giveaways
- Photo moments

### **NoMa in Color Mural Festival**

A public art celebration featuring local and national artists.

#### **Opportunities:**

- Artist partnerships
- Mural sponsorship
- Creative workshops
- Content creation rights
- Artist Talk Program

### **DC Home Rule Music**

A live music and cultural celebration honoring DC's heritage.

#### **Opportunities:**

- Stage sponsorship
- Artist integrations
- Branded merchandise
- VIP viewing areas

### **Custom Partnership Opportunities**

NoMa BID offers customized sponsorship packages tailored to your goals, including:

- Multi-event bundles
- Alethia Tanner Park Stage Partnership
- Seasonal campaigns
- Neighborhood takeovers
- Employee engagement programs
- Cause-driven activations
- Data and impact reporting

We collaborate closely with sponsors to design experiences that deliver meaningful ROI.

**Let's Partner**

We invite you to join NoMa BID in shaping the future of our neighborhood.