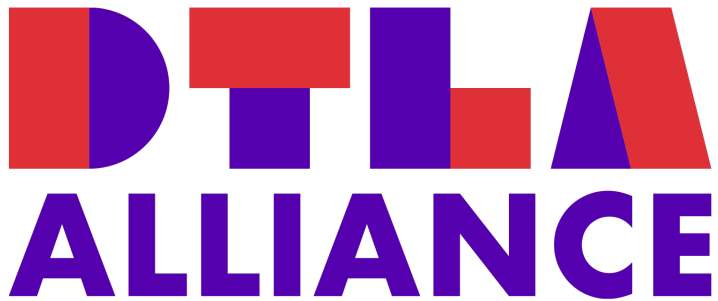


An aerial night view of the Los Angeles skyline, featuring numerous illuminated skyscrapers and buildings. A semi-transparent red gradient overlay covers the lower half of the image, serving as a background for the text.

DTLA Alliance Community Trust

2026 PHILANTHROPIC GIVING OPPORTUNITIES



Committed to enhancing the quality of life in the Downtown Center

The DTLA Alliance is a coalition of over 2,000 property owners in the Downtown Center district of Los Angeles. For over 25 years, the organization has been at the forefront of revitalizing DTLA with its commitment to enhancing the quality of life in the Downtown Center, a now bustling commercial, residential, and cultural hub in the heart of the city which includes Bunker Hill and the Grand Avenue cultural corridor, the Financial District, Jewelry District, and 7th Street Restaurant Row.

From 24/7 safe and clean operations to a range of economic development and marketing programs, community events, placemaking and advocacy initiatives, the DTLA Alliance helps a vibrant community of business leaders and local merchants, artists and entrepreneurs, residents, workers, and visitors, reach its full potential.

DTLA Alliance



Accelerating the goals of the DTLA Alliance

The DTLA Alliance Community Trust (DTLA ACT) is the charity of choice for engaged citizens who care deeply about the vitality and competitiveness of Downtown Los Angeles. DTLA ACT provides a means to support initiatives of the DTLA Alliance that improve the quality of life and build upon the unique strengths of Downtown Los Angeles through placemaking, events and activations, and public realm improvements.

DTLA Alliance

EVENTS

31

Community Events (2025)

10,000+

Attendees

AUDIENCE REACH

29,500+

e-newsletter subscribers

1.12M

DowntownLA.com page views

585,000

DowntownLA.com users

SOCIAL MEDIA

81,000+

Instagram followers

45,000+

Facebook followers

14,500+

Threads followers



A Legacy of Partnerships

Funding Partners



Community Partners



Promotional Partner



2026 Initiatives: Community Events



18th Annual
DTLA Dog Day



19th Annual
DTLA Halloween Festival for Kids



3rd Annual
DTLA Movie Nights

2026 Initiatives: Community Events



3rd Annual
Grand Illuminations



3rd Annual
Picnic with Santa



3rd Annual
Trends & Outlook Breakfast

2026 Initiatives: Public Realm Improvements



Street Lighting



Pershing Square Programming



Tree Planting

Welcome to Downtown LA

Downtown Los Angeles is experiencing a powerful resurgence, fueled by a thriving business community, a booming residential population, and a steady stream of world-class cultural, culinary, and entertainment experiences.

As the heart of the city and a hub for millions of visitors and locals alike, DTLA offers unparalleled visibility, meaningful community connections, and the opportunity to align with a vibrant movement that is shaping the future of Los Angeles.



A Vibrant Community

80,000+

Residents

36

Median age

67%

Of residents have post-secondary education

48,504

Downtown employees per square mile

2.4M

Overnight stays

93

Walkscore

\$98,000

Average household income

62%

Of residents are between the ages of 25-49

18M

Visitors (in 2024)

566

Retail businesses per square mile

181

Food/beverage businesses per square mile



An aerial photograph of downtown Los Angeles, showing a dense cluster of skyscrapers and buildings. The image is overlaid with a semi-transparent red filter. The text is centered over the skyline.

The Hottest Neighborhood to Know in LA Right Now

“

The regeneration of Downtown LA didn't happen overnight; cleaning up a gritty inner-city area took time. But today downtown buzzes with a 24-hour vibe reminiscent of SoHo or South Beach.”

—New York Post

An aerial photograph of downtown Los Angeles, showing a dense cluster of skyscrapers and buildings. The image is overlaid with a semi-transparent red filter. The text is centered over the image.

Downtown Los Angeles is America's most colorful neighborhood

“

One Los Angeles neighborhood, at least, offers something more colorful – and arguably better – than anything else in the US. It is the city's downtown area better known here to locals as DTLA.

— *Forbes*

Giving Opportunities



Learn more about our 2026 opportunities to support our initiatives to create a more vibrant and welcoming Downtown LA.



Dog Day

June 25, 2026 | Maguire Gardens (700 W. 5th St)

Paws up, DTLA! For over 15 years, Downtown LA's favorite canine celebration has brought hundreds of pups and their people together for a "yappy hour," marketplace, and activities.

800+

Attendees

250+

Dogs

24

Vendors



Halloween Festival for Kids

October 31, 2026 | Grand Hope Park (919 S. Grand Ave)

Get ready for family fun! For nearly 20 years, this annual party has become a cherished tradition, bringing the spirit of Halloween to life in the heart of Downtown LA.

1,200+

Attendees

7

Trick-or-Treat Door Partners

4

Local Art Organization Partners



Creating a Family-Friendly Downtown

“

Thank you for hosting a fun event for younger kids. Our family just moved here from Santa Cruz and we're having such a hard time adjusting to living in LA with small children, but today we felt so safe and happy.

— Parent, 2024 Halloween Festival Survey Response

Maguire Gardens Holiday Market

December 10, 2026 | Maguire Gardens (700 W. 5th St)

For the first time since 2019, the DTLA Alliance revived its popular lunchtime Holiday Market in Maguire Gardens in 2025, featuring a dozen-plus local vendors offering everything from thrifted finds to handmade candles and stationery – perfect for Downtown employees to find one-of-a-kind holiday gifts.

250+

Attendees

13

Vendors



DTLA Dog Day / DTLA Halloween Festival for Kids / Holiday Market Benefits

	Community Partner \$1,000 - \$2,500	Neighborhood Champion \$5,000	Premier Sponsor \$10,000 - \$25,000
Logo Placement			
Webpage	✓	✓	✓
Event Signage	✓	✓	✓
Postcard		✓	✓
Print Ad		✓	✓
Digital Posts			✓
Digital Billboards			✓
Naming Rights to Event (Dog Day only)			✓
On-Site Brand Activation			
Waived Booth Fees	✓	✓	✓
Live Mentions by Event Emcee (3x)	✓	✓	✓
Complimentary Admission Tickets / Drink Tickets	4 tickets	6 tickets	12 tickets
Public Relations			
Tagged in social media	✓	✓	✓
Collaborative Instagram Posts (2x)			✓

Note: Sponsorship levels and benefits apply to one event only—either Dog Day, Holiday Market, or the Halloween Festival.

DTLA Movie Nights

June – August 2026 | Grand Hope Park (919 S. Grand Ave)

Street Food Cinema and DTLA Alliance present DTLA Movie Nights, drawing hundreds of movie-goers to ASU Grand Hope Park in the heart of Downtown Los Angeles. Set against Downtown's glittering skyline, movie nights truly get a glow-up here.

1,200

Attendees per season

3

Blockbuster movie nights

12+

Food trucks per season



DTLA Movie Nights

	Individual Night Sponsor \$5,000	Neighborhood Champion \$10,000	Presenting Sponsor \$20,000
Logo Placement			
Webpage	✓	✓	✓
Event Signage	✓	✓	✓
Postcard		✓	✓
Print Ads		✓	✓
Digital Posts			✓
Digital Billboards			✓
Naming Rights			✓
On-Site Brand Activation			
Waived booth fees	✓	✓	✓
Live mentions by event emcee (3x)	✓	✓	✓
Complimentary Admission Tickets / Drink Tickets	4 tickets	6 tickets	12 tickets
Public Relations			
Tagged in social media posts	✓	✓	✓
Mention in press release			✓
Collaborative Instagram posts (2x)			✓

Note: Sponsor the entire series or an individual event.

Grand Illuminations

December 2, 2026 – January 2027 | The Yard at Cal Plaza

Kick off the holiday season as Liquid PXL, Grand Performances, and the DTLA Alliance light up Downtown with a mesmerizing display of color, motion, and magic. From dazzling Electric Dandelions to a towering LED light tree, The Yard at Cal Plaza glows nightly, starting with Downtown's biggest switch-flipping ceremony!

19,000+

visitors per season

300+

Guests on opening night

10

Electric Dandelion sculptures

20+

Unique market vendors from The Goddess Mercado

50+

Toys donated to Para Los Ninos





Downtown's Brightest Night of the Year

“

If anything can outshine the many holiday decorations and huge Christmas trees in Downtown Los Angeles, it's got to be the light exhibition dubbed 'Grand Illuminations.'

— Los Angeles Daily News, 2024

Grand Illuminations

	Opening Night Sponsor \$10,000 - \$15,000	Premier Sponsor \$25,000	Signature Sponsor \$50,000	Presenting Sponsor \$100,000
Logo Placement				
Webpage	✓	✓	✓	✓
Event Signage	✓	✓	✓	✓
Postcard		✓	✓	✓
Print Ads		✓	✓	✓
Digital Posts	✓	✓	✓	✓
Digital Billboards			✓	✓
Plaza Posters (1.5-month visibility x8)			✓	✓
Naming Rights				✓
On-Site Brand Activation				
Waived Booth Fees	✓	✓	✓	✓
Live Mentions by Event Emcee (3x)	✓	✓	✓	✓
Logo Projection				✓
On-stage Remarks by Sponsor				✓
Complimentary Admission Tickets / Drink Tickets	4 tickets	6 tickets	12 tickets	20 tickets
Public Relations				
Tagged in Social Media Posts	✓	✓	✓	✓
Quote/Mention in Press Release		✓	✓	✓
Collaborative Instagram posts (2x)			✓	✓

Trends & Outlook Breakfast

March 17, 2026 | Los Angeles Central Library

For the third consecutive year, the DTLA Alliance will host its popular *Trends & Outlook Breakfast*, an uplifting morning gathering featuring breakfast, engaging presentations and dialogue, and the debut of the 2026 *Trends & Outlook Report*.

140+

Attendees in 2024

Path of Progress

Project unveil (2026)

100

Years of Los Angeles Central Library



Trends & Outlook Breakfast

	Community Partner \$1,000 - \$2,500	Neighborhood Champion \$5,000	Presenting Sponsor \$10,000 - \$15,000
Logo Placement			
Webpage	✓	✓	✓
Event Signage	✓	✓	✓
Postcard		✓	✓
Digital Posts			✓
Naming Rights			✓
On-Site Brand Activation			
Live Mentions by Event Emcee (2x)		✓	✓
On-stage Remarks by Sponsor			✓
Complimentary Admission Tickets	4 tickets	6 tickets	10 tickets
Public Relations			
Tagged in Social Media Posts	✓	✓	✓
Quote/Mention in Press Release		✓	✓
Collaborative Instagram posts (2x)			✓

Station Activation Program

Throughout the year, the DTLA Alliance provides moments of “surprise and delight” for pedestrians and commuters. Around Valentine’s Day, the organization’s Purple Patrol giveaway 2,000 roses to unexpected passersby.

Additional programming in partnership with **Metro** seeks to activate the areas around Metro stations in 2026.

5,000

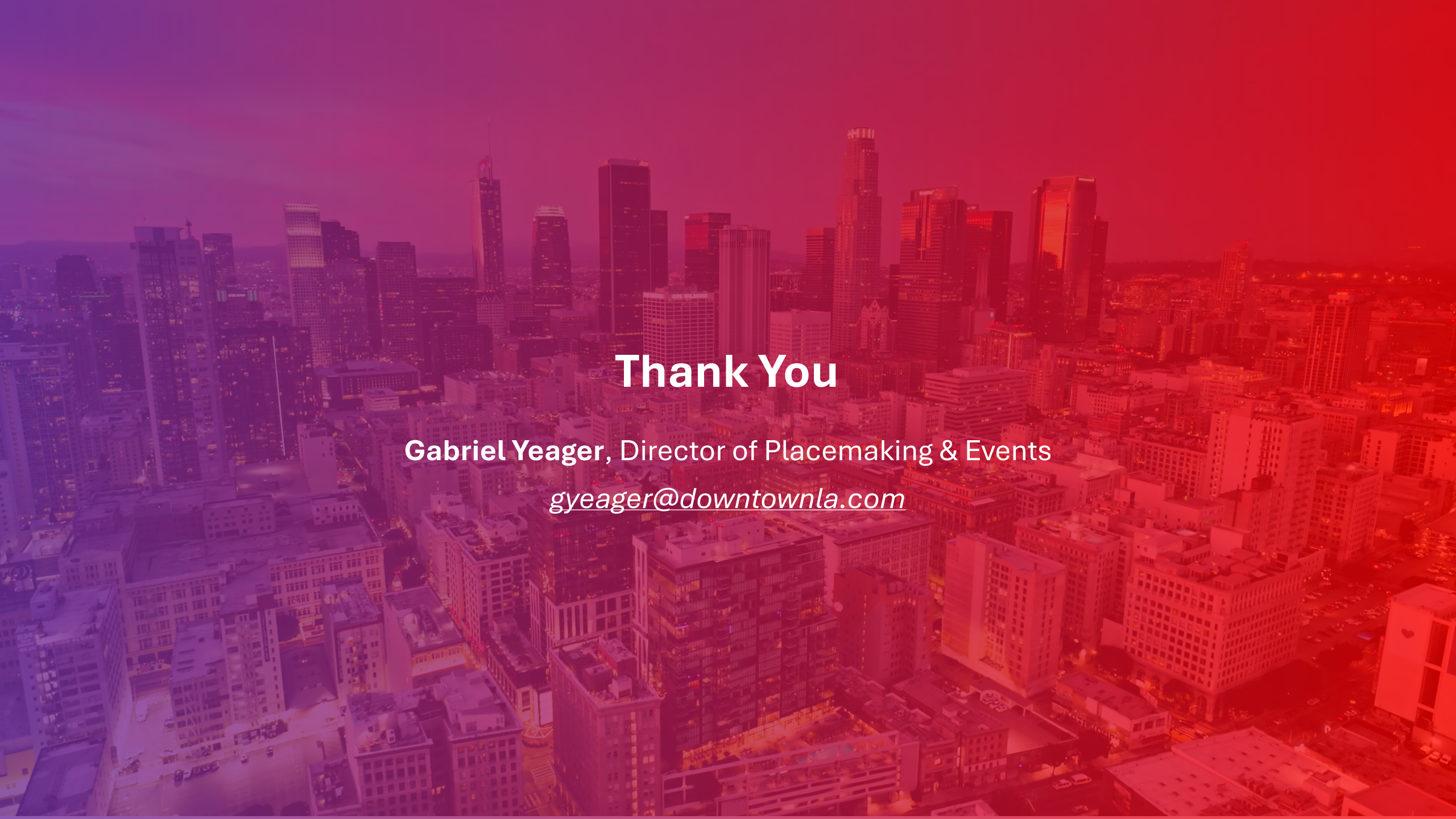
Roses distributed since 2024

500

Light-up necklaces distributed during 2025 holiday season

Sponsorship of Station Activation determined on cost of individual project/activation expenses.



An aerial photograph of a dense urban skyline, likely Los Angeles, featuring numerous skyscrapers and buildings. The image is overlaid with a semi-transparent red filter. The text is centered over the middle of the image.

Thank You

Gabriel Yeager, Director of Placemaking & Events

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