

THE CREATIVE FUTURES

BELONGING + GRAVITY

2026–2027

Sponsorship Deck

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THE DOWN M@RK3T
Creative + Media Concepts

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WELCOME & OVERVIEW:

The Creative Futures™ is a two-chapter platform for the creator class, produced by The Down Market in San Antonio.

In April 2026 we delivered the inaugural summit — powered by Whataburger, keynoted by Adobe, designed with Netflix, hosted with Geekdom and the City of San Antonio. We proved the room exists. Now the platform moves in chapters:

BELONGING: December 11, 2026. The winter flagship.
GRAVITY: 2027. The next chapter, built for 1,500+ builders.
THE IN-BETWEEN — the year-round series connecting them.

Your sponsorship fuels BOTH flagships — programming, creative access, and community inclusion — and keeps your brand living in the ecosystem for 13 straight months. Sponsors don't buy a booth at an event. They fuel a platform that never sleeps.





THE DOWN MARKET CREATIVE FIRM

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PRESENTED BY
THE DOWN MARKET

WHAT IS THE DOWN MARKET?

The Down Market is a creative brand pioneering storytelling, media, and experiential events for businesses, brands, and communities seeking to build shared cultural equity, profitability, and devoted fandom.

The Down Market is the creative producer and organizing force behind The Creative Futures Festival. For over 8 years, The Down Market has been on a journey to become the face of culture and innovative tech in San Antonio and the Southwest. As creators and producers of The Creative Futures Festival, our objective is to convene talent, inspire innovation, and position San Antonio as a hub for creativity, culture, and future-ready technology, while also preserving history, equipping communities to take action, and championing sustainability and resiliency.

SERVICES:

Media Production: *Videos & Documentaries, Photography, Design & Illustration.*

Marketing: *Out-of-the-Box Campaigns and Brand Strategy Consulting.*

Events & Experiential Spaces: *Immersive Design and Purpose-Driven Events.*

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(MARKET RESEARCH)

THE POWER OF SAN ANTONIO'S CREATIVE ECONOMY

Grounded in the City of San Antonio's Creative Industry Impact Study (2025), The Creative Futures is not just a cultural event — it's an economic catalyst, now running in chapters: Belonging (Dec 11, 2026) and Gravity (2027). Six reasons sponsors should join us:

- **$5.2 Billion Economic Impact:** San Antonio's creative industry generated $5.2B in total output (2023), showing that culture is one of the city's biggest economic engines.
- **24,364 Jobs Supported:** The sector employed 24,364 workers in 2023, growing faster than the overall economy since 2019. The festival connects directly with this thriving workforce.
- **$1.3 Billion in Incomes:** Creative industries contributed $1.3B in annual labor income, strengthening local households and fueling prosperity.
- **Export Growth & Global Reach:** With $740M in exports, San Antonio's creative products are reaching national and international markets. The festival extends that reach globally.
- **Entrepreneurial Force:** Artists are 3.5x more likely to be self-employed, making them natural entrepreneurs and innovation drivers—the exact leaders our sponsors want to support.
- **Culture Builds Community:** The City's report concludes: "Art creates culture. Culture creates community. And community creates humanity." The festival is a living example of that truth.







RESEARH RESOURCE:

- *City of San Antonio's Creative Industry Impact Study (2025)*

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PARTNERSHIP CONSTELLATIONS

CENTER OF GRAVITY – $85,000 (EXCLUSIVE TITLE PARTNER)

- One investment. Two worlds. Every Constellation spans BELONGING (Dec 11, 2026) + GRAVITY (2027) + The In-Between year-round series.
- Naming Rights: both flagships “presented by [Your Brand]” — 13 months on the marquee
- Premier logo placement on all branding, signage, and stages at both chapters
- Custom intro video + keynote/fireside chat moment at each flagship
- Priority Activation Zone – first right of selection for a co-branded hub at both chapters (production and build-out costs separate)
- 20 VIP passes per flagship + private sponsor/speaker dinners
- Co-branded scholarship or creative access fund carrying your name across both chapters
- Feature in post-chapter documentaries and recap media
- Livestream Placement: logo + verbal recognition across all streams, priority ad placement in high-viewership segments, exclusive branded segment and interview
- Year-round integration in The Down Market media engine — podcast, film, and editorial between flagships

PARTNERSHIP
CONSTELLATIONS

WORLDBUILDER - $25,000 (PREMIER PARTNER)

- Main stage recognition, premier logo placement, badges & lanyards — at BOTH flagships
- Co-created activation or workshop at each chapter
- Opportunity to speak or introduce a keynote
- 10 VIP all-access passes per flagship + press/media recognition
- Swag Bags: *creative goods and local goods
- Digital flyer inclusion in livestream digital package
- One 15-second ad video slot per day, both chapters

ORBIT - $12,500

- Logo placement on shirts, programs, digital & signage at both flagships
- One In-Between Salon presented by your brand
- 8 all-access passes per flagship + post-chapter recognition
- Opportunity to distribute branded materials
- Digital flyer inclusion in livestream digital package + swag bags

PARTNERSHIP
CONSTELLATIONS

CONSTELLATION - $6,500

- Recognition on digital + printed media, shirts, signage at both flagships
- 4 passes per flagship + social media features
- Swag Bags: *creative goods and local goods
- Logo on website + program, on-site visuals
- Community thank-you at keynote events and on social media

SPARK - $2,000

- The entry door — name in lights at both flagships
- Logo on website + program, on-site visuals
- 2 passes per flagship + recap mentions
- Community thank-you on social media and at general events

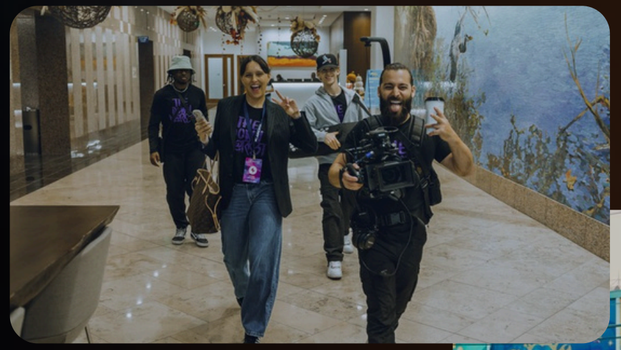
UNDERWRITING OPPORTUNITIES

Own a Moment — Available Per Chapter or Across Both

Imagine your brand woven into the heartbeat of the platform: the Creative Futures Brunch, Powered by You (yes, that slot is open). The Film Showcase with your name on the screen. Creator Class masterclasses and Salon nights in The In-Between, presented by you. Or the unglamorous essentials everyone thanks you for — breakfast & coffee, marketing & A/V, t-shirts, green room hospitality.

Underwriting isn't just funding — it's co-creating signature moments alongside our team so your brand is seen, felt, and experienced by 1,000+ attendees per chapter. Every moment is tailored with you, priced on request, and documented in your post-chapter impact report. Proof, not promises.

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NEXT STEPS

The Creative Futures is San Antonio's signature gathering of culture, innovation, and talent — now a two-chapter platform. Partners don't buy a booth at an event; they fuel an ecosystem that never sleeps: Belonging, Gravity, and everything in between. Pick your constellation — or tell us what you want to co-create and we'll build the package around it.

Belonging closes Nov. 07, 2026 · Gravity founding slots are limited

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THANK YOU