



Why Sponsor SFDC?

2020 was quite the year! With so many changes and a lot of uncertainties, one might wonder what the future may hold. At least for the Richmond Hwy Corridor, we still believe the future is bright, and here's why.

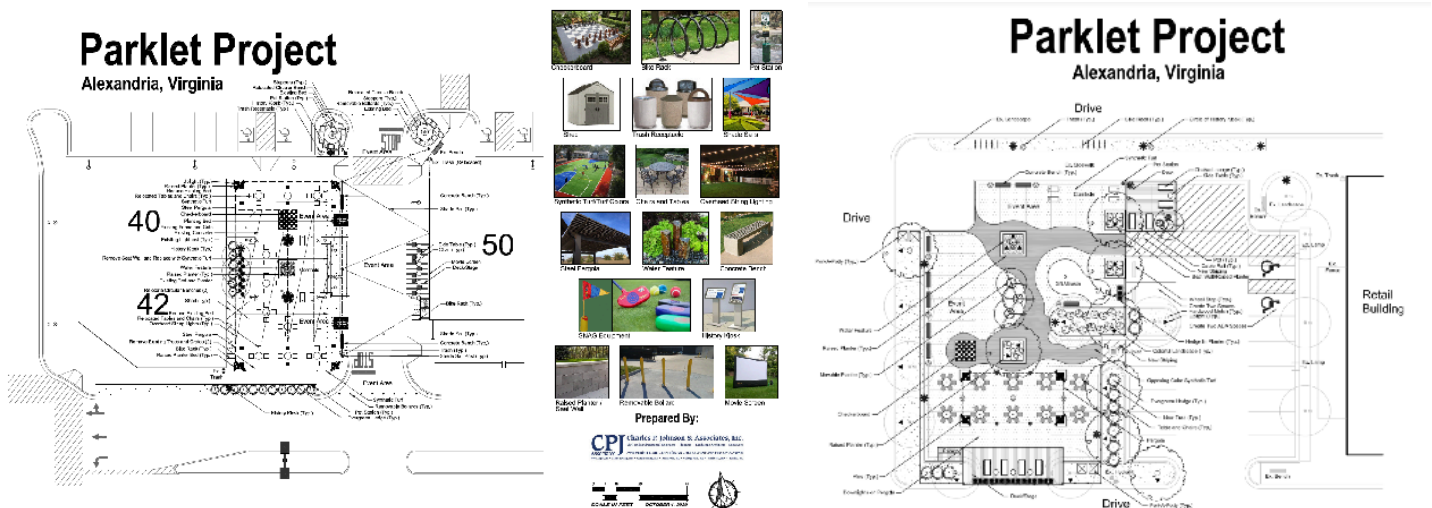
The pandemic has shown us that economic certainty does not exist, and that change is inevitable, but also, that we are adaptable. The Richmond Hwy Corridor is positioned very well for adaptation and holds a lot of potential for the new economic trends that are emerging. As many flee the dense urban cores to save on rent, and with the ability to work remotely, the corridor can be further developed as an attractive and affordable place to live, work, and play.

With over a \$1 billion public infrastructure investment, the corridor is planned to have six unique central business districts, all served by a Bus Rapid Transit system. With new residential, commercial, and recreational development along this route, and easy access to the nation's capital, State Capital, and Potomac River, many are seeing the opportunities availed in the emerging corridor market.

The Southeast Fairfax Development Corporation (SFDC) proudly serves a leading role in these efforts as the only non-profit economic development entity dedicated to serving the Richmond Highway Corridor.

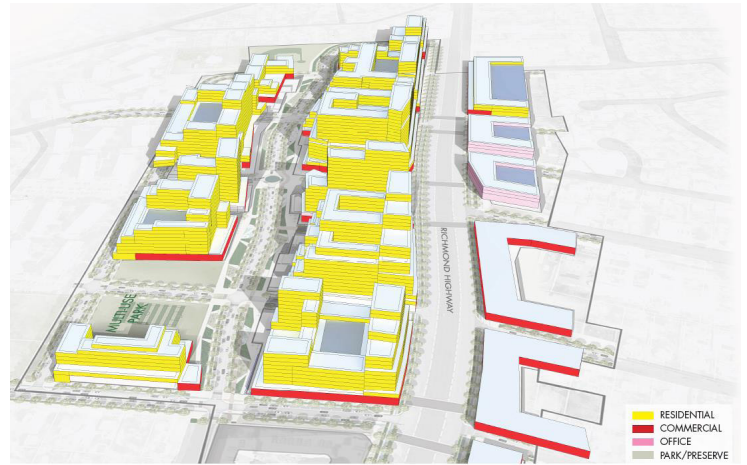
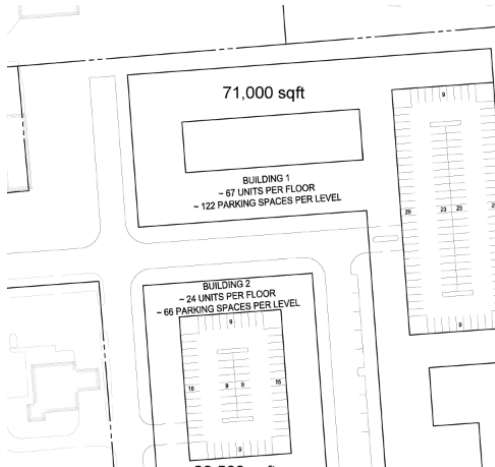
In 2021, SFDC is spearheading a proactive vision to speed up the development of the corridor. SFDC hired a new Director in 2020 and created a new plan of work to take advantage of emerging opportunities. To spur the quality development envisioned in the EMBARK plan, SFDC is focused on a 3-point plan: 1) Site Development; 2) Place-Making; 3) Business Development and Retention.

As a sponsor of SFDC, your organization will be able to support and be recognized for exciting new developments on the corridor, including our new Parklette projects. Transforming underutilized space into community recreation and event space will add a unique sense of place to different neighborhoods along the corridor. One example is our pilot Parklette project in the Mt. Vernon Plaza Shopping Center.



Enhancing the sense of place along the corridor especially within each unique CBC will be tantamount to creating a strong economic market.

Additionally, SFDC's plan to consolidate fragmented parcels of land to prepare them for new mixed-use projects will modernize some outdated land-use patterns along the corridor. These types of projects have the potential for attracting new residential, commercial, and office space, expanding the corridor's economic output, and creating the density required for stronger, more vibrant communities.



Lastly, working with our current businesses and recruiting new ones will be critical in a post-Covid economy. The SFDC recently launched a comprehensive survey to help identify the needs of both current business owners and startups. New programs and services will be identified to strengthen our core businesses and make sure new entrepreneurs have the tools required to succeed. With a strong focus on smaller mom-and-pop type businesses, the SFDC plans to help create walkable neighborhood districts within each CBC that will become cultural hubs for the community.



The Richmond Highway Corridor has a bright future. Having you as a partner in this endeavor will be mutually beneficial. We would love to highlight your company's name on all our upcoming successes and for you to be able to share in the fruits of a rejuvenated, re-energized, and revitalized Richmond Highway Corridor.

Benefits	Platinum Sponsor (\$5,000)	Gold Sponsor (\$2,500)	Silver Sponsor (\$1,500)	Bronze Sponsor (\$1,000)	Friends of Revitalization (\$500)
Company logo and link displayed on SFDC website	✓	✓	✓	✓	✓
Company logo and link included in our monthly E-Newsletter	✓	✓	✓	✓	✓
Company logo on all event marketing materials	✓	✓			
Business highlighted on SFDC Social Media Channels	✓	✓	✓	✓	✓
Public recognition at SFDC events	✓	✓	✓	✓	
Logo on display at all events	✓	✓	✓	✓	✓
Speaking opportunity at select events	✓	✓			
Listed as Title Sponsor for all events	✓				
Mention on all event press releases	✓				
Logo and mention on all event materials and marketing (radio, TV, digital, and print)	✓				
Company logo or text inclusion on select event marketing materials			✓	✓	✓
Two tickets to our Economic Outlook Summit and fall Development Summit			✓		
Six tickets to our Economic Outlook Summit and fall Development Summit		✓			
Ten tickets to our Economic Outlook Summit and fall Development Summit	✓				

We appreciate your support of the Southeast Fairfax Development Corporation. SFDC is a 501(c)3 organization, therefore your donation may be tax deductible. For additional information about SFDC, please visit our website at www.sfdc.org or give us a call at (703) 360-5008. Thank you for your consideration, and we look forward to partnering with you to help make Richmond Highway a better place to live, visit and do business.

Sincerely,
Evan Kaufman
Executive Director

SFDC is a non-profit organization dedicated to the redevelopment of the Richmond Highway Corridor of U.S. Route 1 from the Capital Beltway to Fort Belvoir, operating under the authority of a Memorandum of Understanding with the Fairfax County Board of Supervisors. For more than thirty years, SFDC has provided programs to enhance business and employment in the Richmond Highway Corridor.

SFDC has helped direct about \$2 billion of private investment to the Richmond Highway Corridor, and more exciting developments are on the way. In the past seven years alone, redevelopment projects have come online that added more than \$3.5 million annually in real estate tax revenues to Fairfax County.



SOUTHEAST FAIRFAX
DEVELOPMENT CORPORATION

Sponsorship Information

Yes, I would like to sponsor the Southeast Fairfax Development Corporation!

Please check your sponsorship level:

- ☐ Platinum Sponsor (\$5,000)
- ☐ Gold Sponsor (\$2,500)
- ☐ Silver Sponsor (\$1,500)
- ☐ Bronze Sponsor (\$1,000)
- ☐ Friends of Revitalization Sponsor (\$500)

If you would like to support the Southeast Fairfax Development Corporation at a different sponsorship level, please contact us! We appreciate your sponsorship and support at any level.

Company Name: _____

Contact Person: _____

Address: _____

City, State & Zip Code: _____

Phone Number: _____

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Southeast Fairfax Development Corporation is a 501(c)3 nonprofit organization and donations to this organization may be tax deductible.

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Mail to: 8350 Richmond Highway, Suite 123, Alexandria, VA 22309
Please email your company logos with transparent backgrounds to evan.kaufman@sfdc.org