

THE HOLIDAY PROGRAM OVERVIEW ON UNION STREET

HOLIDAY CELEBRATION SAT, DEC 3rd, 3-7 PM

Reindeer Pony Rides, Cable Car Rides, Jugglers, Face painters, Cupcake Decorating, Balloons, Costume Characters & more!

Street Entertainment in each block

Santa arrives at 5:30 pm at the Metro Theater

Followed by Merchant Open House/Evening Shopping

LIGHTING OF BUILDINGS AND TREES

Up No later than November 27

Huge draw for customers if the whole street participates!

White lights for best overall effect!

Urge your Neighbors!!!!

ADVERTISING AND PROMOTION

Marina Times November/December Issues, Sf Examiner, SF Chronicle

Publicist, Press releases, website postings, posters, social media

MAJOR MERCHANT SPONSORS WILL BE ON POSTER AND IN SELECTED ADS

MERCHANT OPEN HOUSE/EVENING SHOPPING

Refreshments/store events on Fridays and Saturdays, November 25 – December 23

WINDOW DECORATIONS

Holiday Shoppers love the Union Street window décor!

Look at Frederickson's, Ambiance, Jest Jewels & the Enchanted Crystal for inspiration!

VALIDATED PARKING

Encouraging customers to come & shop by offering free parking

GIANT HOLIDAY DOLLARS

Designed to drive customers into stores, restaurants & service businesses

Distributed by Santa & his Elf on Saturdays, December 3, 10 & 17, 1pm – 5pm

Come to the meeting on Wednesday, November 2 at 8:30 am to hear the final details
Perry's Restaurant, 1944 Union

Please email & post the electronic version of the poster to invite your customers to the Dec 3rd kick off event

2011 FANTASY OF LIGHTS MERCHANT APPLICATION

PARTICIPATION LEVELS:

- STARBURST SPONSOR: \$1,000 (\$900 for Union St. Assoc. Members)**
 - Company Name included on: *Prominent* place on Posters, all ads, websites, press release, social media (Marina Times ads need your check Monday 10/24th to be included!)
 - Sponsor high draw activity to be placed on block on event day 12/3
 - Company name/banner placed at Metro Theater at Santa Sit and on Cable Car
 - Company Name & offer listed on Holiday Dollars

- PLATINUM SPONSOR: \$500 (\$450 for Union St. Assoc. Members)**
 - Company Name included on: Posters, limited ads, websites, press release, social media
 - Sponsor high draw activity to be placed on block on event day 12/3
 - Company name/banner placed on or next to activity (high draw activities include Cable Car, jugglers, magicians, etc.)
 - Company Name & offer listed on Holiday Dollars

- GOLD STAR PARTICIPANT: \$200 (\$170 for Union St. Assoc. Members)**
 - Company Name included on: limited ads, press release, social media
 - Sponsor activity to be placed on block on event day 12/3
 - Company name/banner placed on or next to activity (activities include pony rides, face painters, balloon creators, costume characters, etc.)

- SILVER STAR PARTICIPANT: \$150 (\$135 for Union St. Assoc. Members)**
 - Donation to help pay for advertising & promotion
 - Sponsor activity to be placed on block on event day 12/3

Any donation amount is greatly appreciated to go toward promotion of Union Street during holidays!

OTHER SERVICES THAT REQUIRE CONFIRMATION

- I want my store name to be included on the Poster & Advertising- (*must come in @ min. Gold Star Sponsor, see above*) **please call for deadlines**
- I want my store name/banner placed on or next to a street activity on 12/3- (*must come in @ min. Gold Star Sponsor, see above*) activity requested: _____
- I want to be included on the **Holiday Dollars**- 3000 distributed! (*must come in @ min. Platinum Sponsor, see above*) **Deadline 11/23**, Square description of discount, service or giveaway: _____
- I will be decorating my store with **white** lights- **Huge draw when everyone participates! Urge your neighbors!**
 - Available @ Fredericksons-415-292-2950
 - People/agencies that can help put lights up for a fee: (1)Mark & Anne of Christmas light Pros: 415-823-3424 (2)David Landry: 415-577-6058 (3)Kimberly: 415-699-8593
- I am doing MY OWN holiday activity/charity and would like to be included in your PR- describe: _____
- I will be decorating my Window for the Holidays
- I will donate toys to the SF Firefighters program
- I will offer validated parking for customers
 - Contact Wells Fargo Garage 415-434-4400 & Union Street Garage 415-673-5728
- I will Stay Open Late Fri & Sat through Christmas- create open house/refreshment/specials for your customers!
- I am a member of the Union Street Merchants Association

BUSINESS _____ CONTACT _____

ADDRESS _____ PHONE _____ EMAIL _____

**Please Make all Checks Payable to the
UNION STREET ASSOCIATION.**

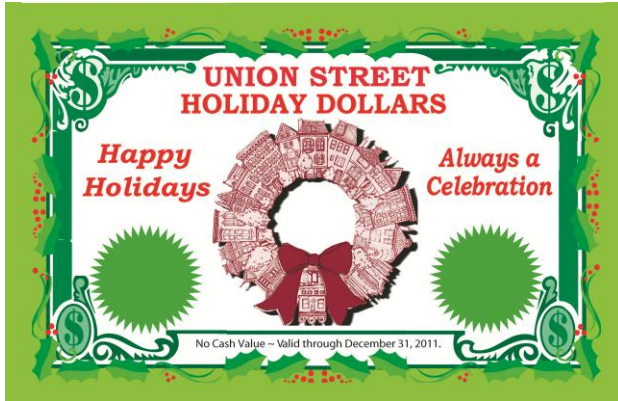
Mail to: Steven Restivo Event Services, llc, P.O Box 151017 ~ San Rafael, CA. 94915
Ph: 415-456-6455 ~ Fax: 415-456-6436



Holiday Celebration Program Info

1. "Holiday Dollar" 5'x 8' - 3000 Distributed!!!

FRONT



BACK



Your Company Name or logo here!

You decide what goes in your square. # of boxes determined by # of participants.

2. Poster draft, 11'x17'



3. Holiday Celebration Event, 12/3

1. Event from 3-7pm includes activities on each block: jugglers, ponies, balloon guys, costume characters, face painters, etc
2. Merchant Open House offering refreshments & staying open late (Fri & Sat) till 9pm
3. Show your support or get your store name exposed to all of the shoppers and get your company banner on the cable car, Santa sit, or next to an activity!

Here's to a great Holiday Season on Union Street!