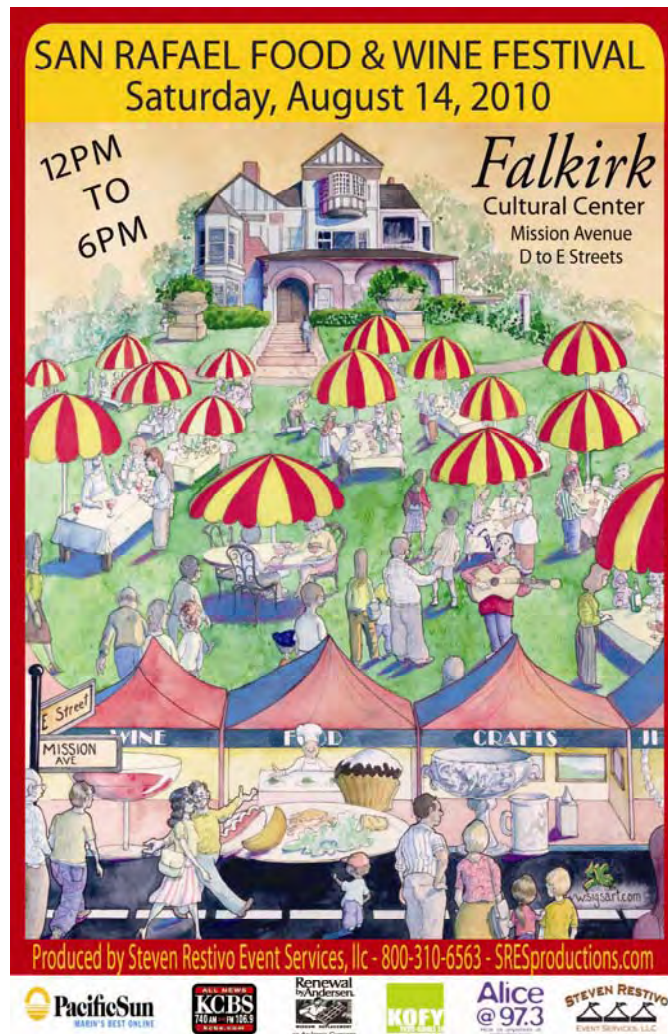




Sponsor Packet

5th Annual San Rafael Food & Wine Festival

Saturday, August 13, 2011 from 12:00 NOON – 6:00 PM
At the Falkirk Cultural Center in San Rafael, CA



(Last year's poster)

HOW DO I SPONSOR THE EVENT?

- Please read the attached information on the benefits of sponsoring this event.
- Review the different levels and decide on which one you are interested in.
- Contact us at Steven@SRESproductions.com or call **415-456-6455** or mail the attached application with your selection.
- Then we will send you a contract and the promotion for your company can begin!



Overview

WHAT The Festival will showcase a myriad of local artists. The artists show finished work and provide hands-on demonstrations of their artistic process. While viewing the artwork and tasting the gourmet fare, attendees will hear smooth jazz and classical music by the areas' best musicians. The Falkirk Cultural Center provides the perfect backdrop for this celebration of the region's food, wine and art. Festival-goers enjoy food from area restaurants and sample wines from the region's outstanding boutique wineries. In addition, there is a chef demonstration area featuring a number of Marin County based restaurants.

The tasting program will work as follows: **Option #1**, attendees can purchase an all day food and wine tasting for \$25 and they will receive a wristband and a tasting glass. **Option #2**, attendees can purchase an all day food tasting for \$15 and they will receive a wristband. We will also have a beverage booth on-site where attendees can purchase individual beverages. Tickets will also be available onsite the day of the event.

WHERE **The San Rafael Food & Wine Festival** will take place at the Falkirk Cultural Center, 1408 Mission, San Rafael, CA 94901. The historic Falkirk Cultural Center is a beautiful 17 room Queen Anne Victorian with rolling lawns gazing toward Mount Tamalpais.

WHEN **Saturday, August 13th, 2011, 12 noon to 6:00 pm**

BY WHO The Falkirk Cultural Center is a 19th century country estate listed on the National Historic Register. The Queen Anne Victorian, designed by Clinton Day, was built in 1888 by Ella Nichols Park, and purchased by Captain Robert Dollar in 1906. Falkirk is named after Dollar's birthplace in Scotland, and his descendants occupied the house until 1970. The estate was saved from demolition in 1974. Currently, Falkirk is used as a community center for the arts and an elegant site for private and public events.

The San Rafael Food & Wine Festival is produced by Steven Restivo Event Services, LLC (SRES). The company is a long time provider of event production services to chambers of commerce, merchant associations, various city agencies, corporations, non-profit groups, and other event industry professionals. The company's founder, Steven Restivo, has been involved in the event world for 27 years and has contributed to the production of hundreds of public events and large corporate functions.



Event Highlights

2,500 attendees stroll the grounds

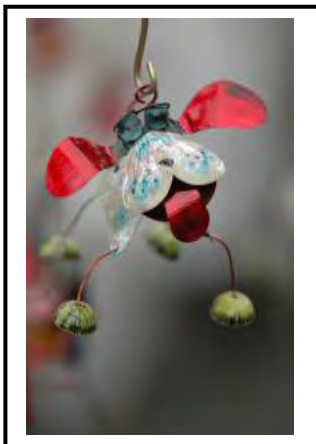
Pleasant Atmosphere



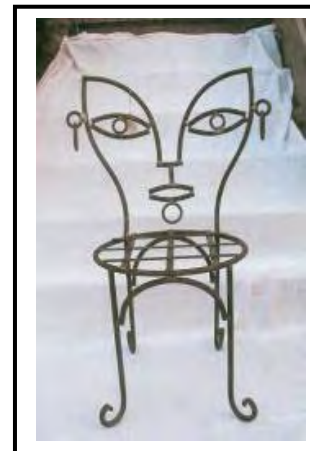
Wine Tasting



Food Sampling



Paintings ~ Sculpture ~ Photography



The San Rafael Food & Wine Festival –Falkirk Cultural Center ~ Saturday August 13th, 2011 ~ 12 NOON – 6:00 pm
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www.SRESproductions.com ~ Steven@SRESproductions.com



Audience

COVERAGE/ IMPRESSIONS

These are just a few of the publications and radio stations that have helped promote our events to the Bay Area over the years:

- **Print:** The San Francisco Chronicle with average daily circulation of 485,000, SF Station, SF Magazine, 7x7 Magazine, The New Fillmore, Northside, Marina Times, Here, Pacific Sun, Via Magazine, SF Examiner
- **Radio:** KCBS, Alice 97.3, Live105, MOViN 99.7, KBLX
- **Online:** The event has its own facebook page with hundreds of fans. It is also listed on over 100 event listing websites
- **TV:** We have partnered with KOFY TV20 who run 30 second ads for the event, View from the Bay, ABC 7, KRON 4
- **Publicity:** Our publicist sends the press release to thousands of contacts in her media list

MARIN COUNTY DEMO-GRAPHICS:

INCOME	
Total households	100,446
Less than \$10,000	3,735
\$10,000 to \$14,999	3,326
\$15,000 to \$24,999	5,689
\$25,000 to \$34,999	7,226
\$35,000 to \$49,999	9,157
\$50,000 to \$74,999	13,734
\$75,000 to \$99,999	12,970
\$100,000 to \$149,999	18,569
\$150,000 to \$199,999	9,459
\$200,000 or more	16,581
Median household income (dollars)	88,101
Mean household income (dollars)	127,131

SEX AND AGE	
Total population	246,985
Male	123,162
Female	123,823
Under 5 years	13,550
5 to 9 years	12,858
10 to 14 years	12,904
15 to 19 years	13,798
20 to 24 years	13,094
25 to 34 years	23,800
35 to 44 years	35,685
45 to 54 years	43,744
55 to 59 years	22,107
60 to 64 years	17,180
65 to 74 years	20,236
75 to 84 years	12,798
85 years and over	5,231
Median age (years)	44.3



Event Promotion & Sponsor Benefits

PROMOTION/MARKETING: *The San Rafael Food & Wine Festival* is being marketed in Marin publications and on the World Wide Web. Publicity and promotion will consist of PR, ad placements, posters, postcards and/or fliers distributed throughout Marin County prior to the San Rafael Food & Wine Festival.

PROGRAM/INSERT: With the help of a key media partner we will insert a beautiful event program into the partner's newspaper, as a supplement, one week prior to the event. Additional copies of the program will be distributed at the event.

POSTERS/POSTCARDS: A minimum of 500 posters will be distributed to high traffic areas in Marin County. Over 2,500 postcards will be mailed out to participating artists and distributed around Marin County.

THE WEB: The official event website is www.SRESproductions.com. It will be promoted in all materials related to the event. The event will be listed on presenter's websites and national websites that have a calendar listing section.

RADIO: The event will be publicized on a number of local radio stations via promotional spots and 30 to 60 second spots.

PRINT: We will be partnering with several newspapers, including the Pacific Sun, to help promote and advertise the event.

BENEFITS AS A SPONSOR:

- ❖ Have access to one of the most **sought after demographic** niches in the country. This is an exceptional opportunity to reach the sophisticated Marin market.
- ❖ Reach a large audience with **repeated impressions**. Your company name and/or logo will appear on the event's poster and in all promotional materials, include the official festival website.
- ❖ A **unique opportunity** to engage with people. Event attendees are a captive, receptive audience that has time to look, listen and hear about your products and/or services.
- ❖ Develop **new business contacts**. The Event provides you with a unique networking opportunity to connect with the community in a fun and entertaining environment.
- ❖ Demonstrate, sample or **test market your product**. Receive instant responses about your products and/or services from attendees.
- ❖ Show your company's **commitment to the arts** and local community. The event offers a great way for you to show your commitment to the residents of the Marin.
- ❖ Help **promote community outreach**. The event provides a **unique opportunity for the community of San Francisco** to come together. The community has a long tradition of supporting its benefactors.

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Sponsor Packages

Have special space requirements? Questions about the different levels? Want to sponsor several events and receive a discount? Call or email us and we can personalize your participation level.

TITLE/PRESENTING SPONSOR \$10,000:

- Everything listed on page below PLUS*
- Category exclusivity for 2011
- Right of first refusal for the 2012 Event
- Company name and logo incorporated into event name for all advertising and promotional purposes, including all print advertising, radio spots, posters/postcards
- 25 General Admission Tickets

MAJOR SPONSOR \$5,000:

- Everything listed on page below PLUS*
- Company logo **prominently** displayed in all print advertising, posters/postcards
- Large banners placed around event site, including Main Stage (sponsor to provide)
- Logo inclusion on event t-shirt (if applicable-deadline: 2 months before the show)
- 10 General Admission Tickets

PARTICIPATING SPONSOR \$3,000:

- Everything listed on page below PLUS*
- Logo displayed in all print advertising (deadline: 2 months before the show)
- Company logo displayed on 500 posters (deadline: 2 months before the show)
- Company logo displayed on 2,500 postcards (deadline: 2 months before the show)
- 10 General Admission Tickets

CONTRIBUTING SPONSOR \$1,500:

- Everything listed on page below PLUS*
- Booth, table & chairs provided
- Logo and link to sponsor's website displayed on official event websites
- Company name mentioned in all publicity for event
- Company name listed in Official Event Program* (if applicable)

FESTIVAL CORPORATE SPONSOR \$1,000:

- One 10ft x 10ft space only at the Festival (\$250 extra if need booth, table & chairs)
- One large banner at booth (sponsor to provide)



Sponsor Application

Please fill out and fax, email or mail to:

Steven@SRESproductions.com

Ph 415-456-6455 ~ Fax: 415-456-6436

SRES, 805 4th Street, Ste #8, San Rafael, CA 94901

COMPANY NAME: _____

CONTACT NAME: _____

TELEPHONE: _____ FAX: _____

WEBSITE: _____ EMAIL: _____

DESCRIPTION OF WHAT WILL BE PROMOTED IN BOOTH & SIZE REQUIRED:

LEVEL

I would like to sponsor at the level of (please check one):

(Please note, prices increase if require more than one 10x10 space)

- Title Sponsor \$10,000
- Major Sponsor \$5,000
- Participating Sponsor \$3,000
- Contributing Sponsor \$1,500
- Corporate Sponsor \$1,000
- In-Kind Media Sponsor valued at \$ _____
- Product Donation valued at \$ _____
- Other \$ _____
- I would like to personalize my sponsorship level, please contact me to discuss the cost

PAYMENT INFORMATION (please check one):

- Check enclosed
- Payment will come later
- Invoice me
- Charge a credit card (\$100 processing fee added) cc # _____ exp _____

- ▶ SRES Tax ID# 32-0030309
- ▶ Make all checks payable to **Steven Restivo Event Services** and mail to 805 4th Street, Ste #8, San Rafael, CA 94901

Thank you for supporting the event!

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