

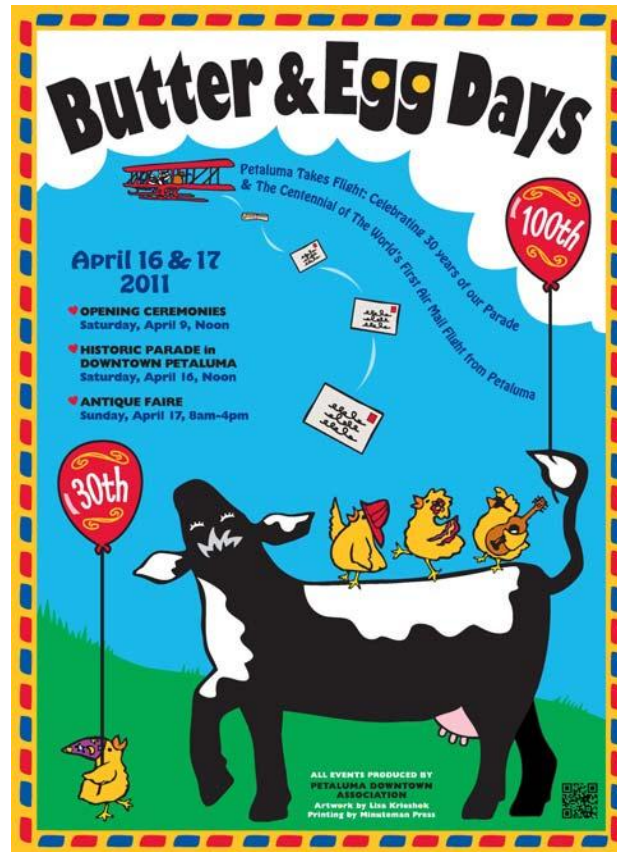


Sponsor Packet

The 31st Annual Petaluma Butter & Egg Days Parade & Celebration Saturday, April 28, 2012

10:00 AM to 5:00 PM

The Parade Starts at 12:00 Noon
Historic Downtown Petaluma, 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

Petaluma's Butter & Egg Days Parade and Celebration is a quarter-century old tradition in Downtown Petaluma, celebrating the region's rich agricultural history as the birthplace of the incubator, which was the beginning of Petaluma's "Egg Basket to The World" title, and as one of the premier dairy regions in the country. Together with The Petaluma River, eggs and dairy products created an economy that turned Petaluma into one of the most prosperous communities in the state in the early 1900's

The Butter & Egg Days Parade and Celebration typically draws over 30,000 attendees. The community parade showcases the best of Petaluma and Petaluma's history. The 100-unit parade will have over 3,000 participants, more than a hundred volunteers, and support from every aspect of community life. The spectators see floats, drill teams, novelty units, equestrian units, marching bands, and much more.

Activities before, during and after the parade include a block-long outdoor food court offering a wide variety of festival foods and beverages, a large area of arts and crafts exhibitors and a special area of activities to entertain youngsters with inflatable's, rides, and hands-on activities. Don't miss this great opportunity to participate in one of the North Bay's largest events.

WHERE

Petaluma's 31st Annual Butter & Egg Day Parade & Celebration will be held in historic Downtown Petaluma, CA.

WHEN

Saturday, April 28th, 2012 ~ 10 am to 5 pm. Parade at Noon

BY WHO

Petaluma's 31st Annual Butter & Egg Day Parade & Celebration is proudly presented by the Petaluma Downtown Association.

The event is produced in part by Steven Restivo Event Services, LLC (SRES). The company was established in July of 2000 to provide a wide range 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 over 28 years and has contributed to the production of hundreds of public events and large corporate functions.



Event Highlights

- ❖ 30,000 people fill the streets for the Annual Parade & Celebration





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

PETALUMA DEMO-GRAPHICS

As of the census of 2000, there were 54,548 people, 19,932 households, and 14,012 families residing in the city. The population density was 1,526.2/km sq (3,953.1/mi sq). There were 20,304 housing units at an average density of 568.1/km sq (1,471.4/mi sq). The racial make-up of the city was 84.16% White, 1.16% African American, 0.54% Native American, 3.91% Asian, 0.17% Pacific Islander, 6.08% from Race (United States Census)other races, and 3.98% from two or more races; 14.64% of the population were Hispanic.

There were 19,932 households out of which 36.6% had children under the age of 18 living with them, 55.3% were married couples living together, 10.6% had a female householder with no husband present, and 29.7% were non-families. 22.6% of all households were made up of individuals and 9.1% had someone living alone who was 65 years of age or older. The average household size was 2.70 and the average family size was 3.16. The age distribution is: 26.2% under the age of 18, 7.2% from 18 to 24, 31.5% from 25 to 44, 24.1% from 45 to 64, and 11.0% who were 65 years of age or older. The median age was 37 years. For every 100 females there were 95.6 males. For every 100 females age 18 and over, there were 91.9 males.

The median income for a household in the city was \$61,679, and the median income for a family was \$71,158. Males had a median income of \$50,232 versus \$36,413 for females. The per capita income for the city was \$27,087. About 3.3% of families and 6.0% of the population were below the poverty line, including 6.2% of those under age 18 and 7.1% of those ages 65 or over.

We know from our research that at least 46% of city's population attends the event every year and with the expanded marketing program for the 2012 event, we expect consumers from all over the Bay Area to be present this year.



Event Promotion & Sponsor Benefits

PROMOTION/MARKETING: *Petaluma's 31st Annual Butter & Egg Days* is being aggressively marketed throughout the Bay Area and on the World Wide Web. Publicity and promotion will consist of extensive multi-media campaigns, print, radio and electronic media, as well as posters and postcards distributed throughout the Bay Area prior to the event.

POSTERS: A minimum of 500 posters will be distributed to stores, community organizations and schools throughout the Bay Area.

THE WEB: The official event websites are www.petalumadowntown.com and www.SRESproductions.com. They will be promoted in all materials related to the event.

RADIO: The event will be publicized on a number of local radio stations via promotional spots and 30 to 60 second spots. We may have a local Radio station broadcasting live at the event.

PRINT: We will be partnering with several newspapers in the area 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 Bay Area 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 Bay Area.
- ❖ 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.



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 \$20,000:

- Everything listed on page below PLUS*
- Category exclusivity for 2012
- Right of first refusal for the 2013 Event
- Company name and logo incorporated into event name for all advertising and promotional purposes, including all print advertising, radio spots, posters

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)

PARTICIPATING SPONSOR \$3,000:

- Everything listed on page below PLUS*
- Logo displayed in all print advertising
- Company logo displayed on 500 posters (deadline: 2 months before the show)
- Opportunity for prominent placement in the Parade (subject to parade committee approval)
- Company name listed in Official Event Program (if applicable)

CONTRIBUTING SPONSOR \$2,000:

- 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

FESTIVAL COPORATE SPONSOR \$1,500:

- 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 \$20,000
- Major Sponsor \$5,000
- Participating Sponsor \$3,000
- Contributing Sponsor \$2,000
- Corporate Sponsor \$1,500
- 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!

Presented by The Petaluma Downtown Association ~ www.PetalumaDowntown.com
Produced by Steven Restivo Event Services, LLC ~ Ph: 415-456-6455 ~ Fax: 415-456-6436
www.SRESproductions.com ~ Steven@SRESproductions.com