



Sponsorship Packet

The 33rd San Rafael Annual Parade of Lights and Winterwonderland

Friday, November 23rd, 2012 from Noon to 8:00 PM, with the Parade at 5:30 PM
Saturday November 24th, Snow Hill only, from 9am till noon
Fourth Street ~ B Street to Lootens, 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!



The 33rd Annual San Rafael Parade of Lights & Winter Wonderland – Friday November 23 2012
Noon – 8:00 pm ~ Fourth Street ~ A Street to Loutens ~ San Rafael, CA
Produced by Steven Restivo Event Services, LLC ~ Ph: 415-456-6455 ~ Fax: 415-456-6436
www.SRESproductions.com ~ Steven@SRESproductions.com

Overview

- WHAT** Downtown San Rafael will once again commence the Holiday Season with the Parade of Lights, Winter Wonderland, and the special Holiday Market on Friday, November 25th, 2012.
- This will be the 32nd Annual Parade of Lights in Downtown San Rafael, and the 22nd straight year of free snow sledding on A Street between Fourth & Fifth Streets.
- The snow will be open to the public from noon to 4pm, closed during the Parade of Lights and Downtown Tree Lighting Ceremony, re-opened at approximately 6pm, and closed again at 8pm. On Saturday the snow will be open from 9am until 12pm or until the snow is no longer safe.
- WHERE** The 33rd Annual San Rafael Festival of Lights & Winter Wonderland will take place on Fourth Street from B Street to Lootens ~ San Rafael, CA.
- WHEN** Friday, November 23, 2012 from Noon to 8:30 PM, with the Parade at 5:30 PM and Saturday November 24, Snow Hill only, from 9am till noon.
- BY WHO** *The 33rd Annual Parade of Lights and Winterwonderland in San Rafael* is proudly presented by the City of San Rafael.



The event 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

- 5,000 attendees watch the parade & tree lighting ceremony, as well as enjoy the snow hill



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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, KTVU
- **Publicity:** Our publicist sends the press release to thousands of contacts in her media list

MARIN COUNTY DEMO-GRAPHICS

The Festival is attended by people from all over the nine-county San Francisco Bay Area, but mostly people from Marin County.

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 33rd Annual Parade of Lights and Winter Wonderland* in San Rafael is being aggressively marketed throughout the Bay Area and on the World Wide Web. Publicity and promotion will consist of extensive multi-media campaigns of T.V., print, radio and on-line, as well as posters and fliers distributed throughout the Marin prior to the event.

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/FLIERS: A minimum of 500 posters will be distributed to high traffic areas throughout Marin County. Over 5,000 fliers will be distributed to local schools in Marin.

THE WEB: The official event website is www.SRESproductions.com. It 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.

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 Levels

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 below PLUS*
- Category exclusivity for 2012
- 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/fliers

MAJOR SPONSOR \$10,000:

- Everything below PLUS*
- Company logo **prominently** displayed in all print advertising, posters/fliers
- Large banners placed around event site, including Snow Hill (sponsor to provide)
- Logo inclusion on event t-shirt (if applicable- deadline: 2 months before the show)

PARTICIPATING SPONSOR \$4,000:

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

CONTRIBUTING SPONSOR \$2,500:

- Everything 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 \$1,500:

- 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: _____

ADDRESS: _____

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 \$10,000
- Participating Sponsor \$4,000
- Contributing Sponsor \$2,500
- 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

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