



Sponsorship Packet

The 4th Annual A Taste of Downtown San Rafael Wednesday, September 19, 2012

from 4:00 PM to 8:00 PM

Fourth Street & Surrounding Streets Downtown, 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@SREProductions.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 San Rafael Business Improvement District and Steven Restivo Event Services, LLC would like to invite you to participate in the 4th Annual *A Taste of Downtown San Rafael*. The Tasting program will run from 4:00 PM to 8:00 PM.

WHERE The Tasting event will be located throughout the Downtown San Rafael area and will include restaurants and merchants offering hors d'oeuvres and wine samples. There will be a free cable car shuttle making designated stops to pick up and drop off attendees during the event times.

WHEN **Wednesday, September 19th, 2012, 4:00 pm to 8:00 pm**

BY WHO Taste of Downtown San Rafael is presented by the San Rafael Business Improvement District. The Downtown San Rafael Business Improvement District is a group of merchants and professional people working together to revitalize and promote the Downtown Business area through increased public facilities improvements, stimulation of new capital investment and blending of public and private economic development strategies. It is our continued mission to increase business for all merchants in the Downtown area and to make the Downtown a fun, safe and friendly place in which to eat, shop and live.



The event is produced by Steven Restivo Event Services, LLC (SRES). SRES 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 28 years and has contributed to the production of hundreds of public events and large corporate functions.



Event Highlights

- Over 500 people come to San Rafael to experience the flavor of our downtown for this event!



The Taste of Downtown ~ Wednesday, September 19th, 2012 ~ 4pm to 8pm
Produced by Steven Restivo Event Services, LLC ~ Ph: 415-456-6455 ~ Fax: 415-456-6436
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	123,762
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 Taste of Downtown* 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, postcards and fliers distributed throughout the Bay Area 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/POSTCARDS: A minimum of 500 posters will be distributed to high traffic areas throughout the Bay. Over 3,000 postcards will be mailed out to participating artists and distributed around the Bay Area.

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 Marin** to come together. The community has a long tradition of supporting its benefactors.



Sponsorship Levels

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.

MAJOR SPONSOR \$10,000:

- Everything below PLUS*
- Logo placed on hundreds of event Wine Glasses
- Company logo **prominently** displayed in all print advertising & posters/postcards
- Large banners placed throughout event site, including Tasting Stations, Ticket Booth & Cable Car (sponsor to provide)
- Logo inclusion on event t-shirt (if applicable- deadline: 2 months before the show)
- 10 Tasting Tickets

PARTICIPATING SPONSOR \$5,000:

- Everything below PLUS*
- Logo displayed in all print advertising (deadline: 2 months before the show)
- 1/4-page black & white ad in the Official Event Program
- One Banner placed at Ticket Sales booth or Cable Car (sponsor to provide)
- 5 VIP wristbands

FESTIVAL CORPORATE SPONSOR \$2,000:

- Logo and link to sponsor's website displayed on official event site
- Company name & logo listed in Official Event Program
- 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)

- Major Sponsor \$10,000
- Participating Sponsor \$5,000
- Corporate Sponsor \$2,000
- 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!

The Taste of Downtown ~ Wednesday, September 19th, 2012 ~ 4pm to 8pm
Produced by Steven Restivo Event Services, LLC ~ Ph: 415-456-6455 ~ Fax: 415-456-6436
www.SRESproductions.com ~ Steven@SRESproductions.com