



SAN FRANCISCO'S 19th ANNUAL UNION STREET
**SPRING CELEBRATION
 & EASTER PARADE**



SUNDAY, APRIL 4, 2010
MERCHANT & RESTAURANT APPLICATION

To insure inclusion in the event's promotional materials,
 we must receive this application by 02/01/10!

- * **30,000 POTENTIAL CUSTOMERS ARE COMING TO YOUR DOOR!**
- * **SUPPORT THE EVENT WITH \$\$ TO IMPROVE IT!**
- * **PARTICIPATE IN THE PARADE!**
- * **SPONSOR AN ACTIVITY!**
- * **OUTDOOR DINING!**
- * **BE OPEN!**

How would you like to participate? *Details of each level on back*

- Corporate Sponsorship (see website for pricing & levels)
- Merchant Sponsorship: \$750 (\$675 for USA members)
- Entertainment Sponsor: \$350 (\$315 for USA members)
- Costume Character Sponsor: \$150
- Outdoor Dining: \$350 (\$315 for USA members) (additional \$150 for set up equipment)
- Merchant Contribution & Space in front of your store: \$150 (\$135 for USA members)
- Booth, table & chairs Rental: \$175 (includes set up)
- Provide Gift Certificates
- Parade Participant: (FREE) Describe your entry: _____
- I am a member of the Union Street Association
- I will be open on Easter Sunday (*If we do not receive anything back from you, a booth or activity may be placed in front of your store*)
- Do you have any suggestions or comments about this event? _____

Business Name: _____ Website: _____

Contact Name: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

**Please make a copy of this application for your records
 and return by 02/01/10 with your payment made payable to:**

Steven Restivo Event Services, LLC, P.O. Box 151017, San Rafael, CA. 94915
Ph: 415-456-6455 Fax: 415-456-6436
www.SRESproductions.com ~ Steven@SRESproductions.com

**All Merchants must return this form or we will assume your business will be CLOSED on Sunday April 4.
 This will affect our event layout.**



805 Fourth, Street, Suite 8
San Rafael, CA 94901
Ph: 800-310-6563
Steven@SRESproductions.com
SRESproductions.com

SAN FRANCISCO'S 19th ANNUAL UNION STREET SPRING CELEBRATION & EASTER PARADE
SUNDAY, APRIL 4, 2010 ~ 10 AM TO 5 PM ~ PARADE AT 2 PM
MERCHANT & RESTAURANT PARTICIPANT INFORMATION SHEET

The Union Street Association invites all businesses in our area to participate in the annual Union Street Spring Celebration & Easter Parade. The event will take place on Union Street between Gough and Fillmore Streets in San Francisco on Sunday, April 4, 2010. The hours of the event are 10:00 am to 5:00 pm. The parade begins at 2 pm. Please see the attached event overview. To see photos of the event go to www.SRESproductions.com and click on the Easter Parade link. The event is great publicity for our street and your business!

This event is in its 19th year and the attendance continues to grow. The 2009 event had the largest crowd to date and received media coverage and numerous TV spots. This year's celebration begins at 10:00 am with a variety of activities for kids and families including an Easter Egg Hunt, Easter Hat Contest, Music and Entertainment, and outdoor dining with pleasant seating areas. The Parade itself will begin at 2:00 pm at Union and Gough and head straight down the center of Union Street ending at Fillmore Street.

The cost for producing this non-profit event is more than \$30,000, which must be raised through corporate sponsors, merchant sponsors, contributions from merchants and outside vendors. This is the only Easter Parade in San Francisco.

To help pay for the event and make it great, you are encouraged to participate in several ways:

- **Corporate Sponsorship**: For information on becoming a corporate sponsor of this event or any of the Union Street events, please give us a call at 415-456-6455 or visit www.SRESproductions.com and click on the sponsorship link and then click on the Easter link and download a copy of the sponsorship packet for your review.
- **Merchant Sponsorship \$750**: Your Business name/logo will appear on the event poster, in ads and in the program, with mention in the media advisories. **The Poster Deadline is February 15, 2010 at 5 pm**. We will have a 10ft x 10ft space (10ft x 10ft booth provided) on the street for your business or favorite charity. Your sponsor name will appear on a parade participant, activity or costumed character.
- **Entertainment Sponsor \$350**: We have a main stage located at Buchanan Street. You could sponsor one of the acts that play on the stage. In addition to the main stage, we have a number of entertainment spots on the street where people perform. For instance there will be magicians, stilt walkers, a juggler, puppeteer, petting zoo, etc. Sponsors are also needed for children's activities such as hat making, games, face painting, etc.
- **Costume Character Sponsor \$150**: You provide the person, we provide the Costume!
- **Outdoor Dining \$350**: Restaurants are encouraged to increase their business on that day by providing an outdoor dining area on the street in front of their business. Attendees love to sit outside and watch the day's festivities and parade. For an additional fee of \$150 we can assist you with creating an attractive garden setting with picket fence, astroturf, tables & chairs.
- **Merchant Contribution \$150**: Make your contribution to the expenses involved in producing the Bay Area's only Easter Parade & Spring Celebration and keeping the Union/Fillmore shopping and dining area in the public eye. Your name will be listed in the event program under contributing merchants and will include a 10ft x 10ft space in front of your business.
- **Equipment Rental \$175**: We will rent you a 10x10 booth, 1 table & 2 Chairs. Includes set up.
- **Parade Participation FREE**: You can promote your business by entering a float, dance group, costumed character, vintage car, hat, or other element in the parade. There is no fee for participating in the parade itself.

Members of the Union Street Association in good standing will receive a 10% discount on the above participation fees.

Note: Merchants will not be allowed to place merchandise on the sidewalk. Please let us know if you will be open that day. However if you wish to create a garden, floral display, have informal modeling or other appropriate activities, submit your idea for approval.

If you are interested in participating in this event please fill out the enclosed form and return by 2/1/10 to:

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