
SAN FRANCISCO'S 21ST ANNUAL UNION STREET SPRING CELEBRATION & EASTER PARADE
SUNDAY, APRIL 8, 2012 ~ 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 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 8, 2012. The hours of the event are 10:00 am to 5:00 pm. The parade begins at 2 pm. 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 21st year and the attendance continues to grow. The 2011 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 = \$1,000-\$10,000:** If you are a corporate business on Union Street, you can support Union Street by sponsoring the event. Depending on your level, you could be given all sponsorship benefits listed below to include space in front of your store, logo inclusion on the website/ads/poster/postcards/program, banners & signage around the event. For more 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 to review.
- **Outdoor Dining = \$500 (\$400 members):** 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. Fee includes: space in front of your restaurant, turf, tables, chairs, picket fence, and table cloths.
- **Logo on Ads, posters, postcards, program & event website = \$250 (\$200 members):** Your Business name/logo will appear on the event poster, postcards, in ads and in the program- thousands of impressions! **The Deadline is March 8, 2012 at 9 am.**
- **Banner/Sign on Entertainment Stage &/or Hat Judging/Info Booth = \$225 (\$175 members):** We have a main stage & information booth located at Buchanan Street. You will provide a banner featuring your business name to be put up at the stage & information booth, to be seen by 30,000 attendees.
- **Costumed Character featuring store name & passing out your fliers = \$200 (\$150 members):** We have a number of costume characters roaming the event, passing out candy to the attendees. You provide a small banner to hang around their neck or T-shirt with your store name on it and provide coupons or fliers for them to pass out and increase your store's exposure!
- **Banner/Sign next to one of the entertainment spots = \$150 (\$100 members):** We have a number of stationary entertainment spots on the street where people perform. For instance there will be magicians, stilt walkers, a juggler, puppeteer, petting zoo, etc.
- **Space in front of your store = \$125 (\$75 members):** We will draw out a 10ft x 10ft space in front of your business during the event for you to promote your business on the street. **Note: Merchants will not be allowed to place merchandise on the sidewalk.**
- **Donation to Event:** If you would like to make a contribution to the event, and do not want any of the benefits listed above, then please make a donation. Your name will be listed in the event program under contributing merchants.
- **Equipment Rental \$200:** We will rent you a 10x10 booth, 2 tables & 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 discount.
If you are interested in participating in this event please fill out the enclosed form and return by 3/25/11 to:



SAN FRANCISCO'S 21ST ANNUAL UNION STREET
**SPRING CELEBRATION
& EASTER PARADE**

SUNDAY, APRIL 8, 2012

MERCHANT & RESTAURANT APPLICATION

To insure inclusion in the event's promotional materials,

we must receive this application by 03/8/12!



✱ **30,000 POTENTIAL CUSTOMERS ARE COMING TO YOUR DOOR!**

How would you like to participate? Please Check All That Apply:

Details of each level on back

- Corporate Sponsorship = \$1,000-\$10,000 (see website for pricing & levels)
- Outdoor Dining = \$500 (\$400 members)
- Logo on Ads, posters, postcards, program & event website = \$250 (\$200 members)
- Banner/Sign on Entertainment Stage &/or Hat Judging/Info Booth = \$225 (\$175 members)
- Costumed Character featuring store name & passing out your flyers = \$200 (\$150 members)
- Banner/Sign next to one of the entertainment spots = \$150 (\$100 members)
- Space in front of your store = \$125 (\$75 members)
- Donation Amount = _____
- Booth, table & chairs Rental = \$200 (includes set up)
- Provide Gift Certificates
- Parade Participant = (FREE) Describe your entry: _____
- Member of the Union Street Association
- Yes, my business will be Open on Easter Sunday

Do you have any suggestions or comments about this event? _____

Business Name: _____ Website: _____

Contact Name: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

- Please email me the status letter and participant packet.

Please make a copy of this application for your records and return by 03/8/12 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 8. This will affect our event layout.