





Overview

WHAT

The Festival will showcase a myriad of local artists. The artists show finished work and provide hands-on demonstrations of their artistic process. While viewing the artwork and tasting the gourmet fare, attendees will hear smooth jazz and classical music by the areas' best musicians. The Falkirk Cultural Center provides the perfect backdrop for this celebration of the region's food, wine and art. Festival-goers enjoy food from area restaurants and sample wines from the region's outstanding boutique wineries. In addition, there is a chef demonstration area featuring a number of Marin County based restaurants.

Admission to the event is free. Attendees interested in sampling wines can purchase five tasting tickets and a glass on-site for \$20. Once they have finished tasting, they can return the glass for a \$5 refund and/or purchase more tasting tickets. There are no advance ticket sales for this event.

WHERE

The San Rafael Food & Wine Festival will take place on Saturday, August 15th, 2009 on the grounds of the Falkirk Cultural Center. The event hours are 11 am until 5 pm.

WHEN

Saturday, August 15th, 2009, 11:00 am to 5:00 pm

WHO

The Falkirk Cultural Center is a 19th century country estate listed on the National Historic Register. The Queen Anne Victorian, designed by Clinton Day, was built in 1888 by Ella Nichols Park, and purchased by Captain Robert Dollar in 1906. Falkirk is named after Dollar's birthplace in Scotland, and his descendants occupied the house until 1970. The estate was saved from demolition in 1974. Currently, Falkirk is used as a community center for the arts and an elegant site for private and public events.

The San Rafael Food & Wine Festival 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 26 years and has contributed to the production of hundreds of public events and large corporate functions.

The San Rafael Food & Wine Festival –Falkirk Cultural Center ~ Saturday August 15th, 2009 ~ 11:00 am – 5:00 pm

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Event Highlights

Pleasant Atmosphere



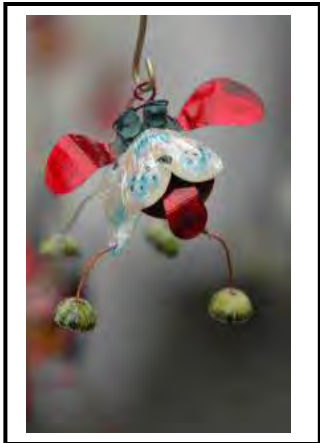
Cooking Demonstrations



Wine Tasting



Food Sampling



Paintings ~ Sculpture ~ Photography



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Audience

Table DP-1. Profile of General Demographic Characteristics: 2000

Geographic Area: Marin County, California

[For information on confidentiality protection, nonsampling error, and definitions, see text]

Subject	Number	Percent	Subject	Number	Percent
Total population.....	247,289	100.0	HISPANIC OR LATINO AND RACE		
SEX AND AGE			Total population.....	247,289	100.0
Male.....	122,552	49.6	Hispanic or Latino (of any race).....	27,351	11.1
Female.....	124,737	50.4	Mexican.....	14,202	5.7
Under 5 years.....	13,396	5.4	Puerto Rican.....	539	0.2
5 to 9 years.....	14,338	5.8	Cuban.....	293	0.1
10 to 14 years.....	14,356	5.8	Other Hispanic or Latino.....	12,317	5.0
15 to 19 years.....	12,077	4.9	Not Hispanic or Latino.....	219,938	88.9
20 to 24 years.....	9,633	3.9	White alone.....	194,254	78.6
25 to 34 years.....	32,015	12.9	RELATIONSHIP		
35 to 44 years.....	44,586	18.0	Total population.....	247,289	100.0
45 to 54 years.....	45,592	18.4	In households.....	235,803	95.4
55 to 59 years.....	16,649	6.7	Householder.....	100,650	40.7
60 to 64 years.....	11,215	4.5	Spouse.....	48,709	19.7
65 to 74 years.....	16,791	6.8	Child.....	58,099	23.5
75 to 84 years.....	12,060	4.9	Own child under 18 years.....	46,751	18.9
85 years and over.....	4,581	1.9	Other relatives.....	8,500	3.4
Median age (years).....	41.3	(X)	Under 18 years.....	1,979	0.8
18 years and over.....	197,104	79.7	Nonrelatives.....	19,845	8.0
Male.....	96,725	39.1	Unmarried partner.....	6,196	2.5
Female.....	100,379	40.6	In group quarters.....	11,486	4.6
21 years and over.....	191,291	77.4	Institutionalized population.....	8,467	3.4
62 years and over.....	39,586	16.0	Noninstitutionalized population.....	3,019	1.2
65 years and over.....	33,432	13.5	HOUSEHOLD BY TYPE		
Male.....	14,099	5.7	Total households.....	100,650	100.0
Female.....	19,333	7.8	Family households (families).....	60,679	60.3
RACE			With own children under 18 years.....	27,662	27.5
One race.....	238,710	96.5	Married-couple family.....	48,709	48.4
White.....	207,800	84.0	With own children under 18 years.....	21,038	20.9
Black or African American.....	7,142	2.9	Female householder, no husband present.....	8,580	8.5
American Indian and Alaska Native.....	1,061	0.4	With own children under 18 years.....	4,922	4.9
Asian.....	11,203	4.5	Nonfamily households.....	39,971	39.7
Asian Indian.....	1,330	0.5	Householder living alone.....	30,041	29.8
Chinese.....	3,523	1.4	Householder 65 years and over.....	9,613	9.6
Filipino.....	1,389	0.6	Households with individuals under 18 years.....	29,130	28.9
Japanese.....	1,687	0.7	Households with individuals 65 years and over ..	23,614	23.5
Korean.....	1,061	0.4	Average household size.....	2.34	(X)
Vietnamese.....	1,257	0.5	Average family size.....	2.90	(X)
Other Asian ¹	956	0.4	HOUSING OCCUPANCY		
Native Hawaiian and Other Pacific Islander.....	388	0.2	Total housing units.....	104,990	100.0
Native Hawaiian.....	104	-	Occupied housing units.....	100,650	95.9
Guamanian or Chamorro.....	60	-	Vacant housing units.....	4,340	4.1
Samoan.....	57	-	For seasonal, recreational, or		
Other Pacific Islander ²	167	0.1	occasional use.....	1,902	1.8
Some other race.....	11,116	4.5	Homeowner vacancy rate (percent).....	0.7	(X)
Two or more races.....	8,579	3.5	Rental vacancy rate (percent).....	2.2	(X)
Race alone or in combination with one			HOUSING TENURE		
or more other races: ³			Occupied housing units.....	100,650	100.0
White.....	215,479	87.1	Owner-occupied housing units.....	64,024	63.6
Black or African American.....	8,549	3.5	Renter-occupied housing units.....	36,626	36.4
American Indian and Alaska Native.....	2,684	1.1	Average household size of owner-occupied units.....	2.42	(X)
Asian.....	14,263	5.8	Average household size of renter-occupied units.....	2.21	(X)
Native Hawaiian and Other Pacific Islander.....	926	0.4			
Some other race.....	14,651	5.9			

- Represents zero or rounds to zero. (X) Not applicable.

¹ Other Asian alone, or two or more Asian categories.

² Other Pacific Islander alone, or two or more Native Hawaiian and Other Pacific Islander categories.

³ In combination with one or more of the other races listed. The six numbers may add to more than the total population and the six percentages may add to more than 100 percent because individuals may report more than one race.

Source: U.S. Census Bureau, Census 2000.



Promotion

PROMOTION & MARKETING

- ❖ *The San Rafael Food & Wine Festival* is being marketed in Bay Area publications and on the World Wide Web. Publicity and promotion will consist of PR, ad placements, posters, postcards and/or fliers distributed throughout Marin County prior to the San Rafael Food & Wine Festival.

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

- ❖ A minimum of **500 posters** will be distributed to high traffic areas throughout Marin County and the Bay Area.

POSTCARDS

- ❖ **2,500 postcards** will be mailed, emailed and distributed to residents in Marin County and the Bay Area.

FLIERS

- ❖ **Customized fliers** will be distributed at retail outlets throughout Marin County.

THE WEB

- ❖ The official event website is located at www.sanrafaelalacarte.com and will be promoted in all materials related to San Rafael Food & Wine Festival. The event will be **listed on** presenter's websites **and national websites** that have a calendar listing section.

PRINT

- ❖ We will be partnering with **the Pacific Sun Newspaper** in the area to help promote and advertise The San Rafael Food & Wine Festival.

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Sponsor Benefits

Here are just a few ways ***your company*** will benefit as a sponsor of
The 3rd annual San Rafael Food & Wine Festival

HELP YOUR BUSINESS

- ❖ Have access to one of the most **sought after demographic** niches in the country:
 - This is an exceptional opportunity to reach the sophisticated Marin County and Bay Area market.
- ❖ Reach a large audience with **repeated impressions**:
 - Your company name and/or logo will appear on The San Rafael Food & Wine Festival poster and in all promotional materials, including the official San Rafael Food & Wine Festival website.
- ❖ A **unique opportunity** to engage with people:
 - The San Rafael Food & Wine Festivals 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 San Rafael Food & Wine Festival 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.

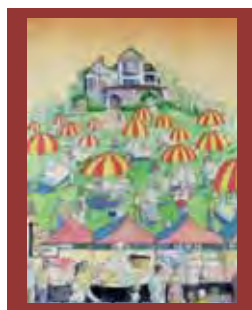
MAKE A DIFFERENCE

- ❖ 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 Marin and the Bay Area.
 - Opportunity to support the ongoing monthly walks.
- ❖ Help **promote community** outreach:
 - The event provides a unique opportunity for the community of San Rafael to come together. The community has a long tradition of supporting its benefactors.

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Sponsor Packages

**PRESENTING
SPONSOR
\$10,000**

- Company logo prominently displayed on 500 posters (deadline: July 1, 2009)
- Company logo displayed on 2,500 postcards (deadline: July 1, 2009)
- 1/3-page black & white ad in the Official Event Program* (if applicable)
- Logo and link to sponsor's website displayed on official event site
- Logo displayed in all event advertising
- Company name mentioned in all publicity for event
- One large banner on in the Plaza at event (sponsor to provide)
- One 20ft x 20ft booth space and booth canopy at event
- One large banner at sponsor's booth (sponsor to provide)

**PARTICIPATING
SPONSOR
\$5,000**

- Company logo prominently displayed on 500 posters (deadline: July 1, 2009)
- 1/4-page black & white ad in the Official Event Program* (if applicable)
- Logo and link to sponsor's website displayed on official event site
- Logo displayed in all event advertising
- Company name mentioned in all publicity for event
- One 10ft x 20ft booth space and booth canopy at event
- One large banner at sponsor's booth (sponsor to provide)

**EVENT
SPONSOR
\$2,500**

- Company name listed in Official Event Program* (if applicable)
- Logo and link to sponsor's website displayed on official event site
- Company name mentioned in all publicity for event
- One 10ft x 10ft space at event (does not include canopy)
- One large banner at sponsor's booth (sponsor to provide)