



San Francisco's 19th Annual Union Street Spring Celebration and Easter Parade

Union Street ~ Gough to Fillmore
San Francisco, California
Sunday ~ April 4th, 2010
10:00 am to 5:00 pm



Overview

WHAT

San Francisco's 19th Annual Union Street Spring Celebration & Easter Parade is a one day event that celebrates and showcases the diverse community of San Francisco. The festival features food served in an outdoor bistro setting by some of Union Street's best restaurants. A variety of children's and family activities are the focus of the event and includes large inflatable bounces, kids rides and games, a climbing wall, a hands-on children's activities area, costumed characters, a petting zoo, pony rides and entertainment from some of the Bay Area's street performers and children's entertainers. For the past 18 years, the event has been known as the "Biggest Little Parade in San Francisco". Over the years the parade has grown and all units entered reflect the unique community of San Francisco.

WHERE

San Francisco's 19th Annual Union Street Spring Celebration & Easter Parade will be held on Union Street between Gough & Fillmore Street in San Francisco, California.

WHEN

Sunday April 4th, 2010 ~ 10 am to 5 pm ~ Parade at 2:00PM

WHO

San Francisco's 19th Annual Union Street Spring Celebration & Easter Parade is proudly presented by the Union Street Association. The Union Street Association is a non-profit organization formed by the local property owners and merchants in an effort to improve the business environment on Union Street in San Francisco.

The event is produced by Steven Restivo Event Services, LLC (SRES). The company was established in July of 2000 to provide a wide range 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 over 26 years and has contributed to the production of hundreds of public events and large corporate functions.

San Francisco's Union Street Spring Celebration & Easter Parade ~ Sunday, April 4th, 2010
Presented by The Union Street Association ~ www.unionstreetsf.com
Produced by Steven Restivo Event Services, LLC ~ Ph: 415-456-6455 ~ Fax: 415-456-6436
www.SRESproductions.com ~ steven@sresproductions.com



Event Highlights

* Outdoor Dining provided by Union Street Restaurants



* The World Famous Easter Bonnet Contest



* A true to life Climbing Wall



* A Variety of Costumed Characters



* The Biggest Little Parade in San Francisco



San Francisco's Union Street Spring Celebration & Easter Parade ~ Sunday, April 4th, 2010
 Presented by The Union Street Association ~ www.unionstreetsf.com
 Produced by Steven Restivo Event Services, LLC ~ Ph: 415-456-6455 ~ Fax: 415-456-6436
www.SRESproductions.com ~ steven@sresproductions.com



Audience

DEMO- GRAPHICS

Union Street is a business district with typical historic San Francisco architecture where you will find examples of both old and modern structures sharing the avenues. The main thoroughfare is a retail destination for visitors and residents alike with Victorians lining the street along with buildings built in the 1960's. Several short alleys branch off into dead-ends which make an interesting walking and sightseeing experience.

The first neighborhood in San Francisco to convert its gingerbread Victorians into popular boutiques, art galleries and restaurants, Union Street's distinct turn-of-the-century atmosphere makes a walk along the street a delightful journey back in time, at least from an architectural perspective. The attitude along modern day Union Street, however, is anything but old-fashioned. Union Street is where some of the city's most fashionable and upscale citizens live and play.

- With the expanded marketing program for the 2010 event, we expect consumers from all over the Bay Area to attend the event.

COVERAGE/ IMPRESSIONS

These are just a few of the publications and radio stations that have helped promote the event to the Bay Area over the years:

- The **Marina Times** has a circulation of 25,000
- The **San Francisco Chronicle** has an average daily circulation of 485,000.
- **KGO Radio** reaches more than 1 million Bay Area listeners weekly
- **KCBS Radio** will provide public service announcements
- Calendar listings will appear in a variety of publications throughout the Bay Area
- The event will be listed on 75 to 100 event listing websites

San Francisco's Union Street Spring Celebration & Easter Parade ~ Sunday, April 4th, 2010
Presented by The Union Street Association ~ www.unionstreetsf.com
Produced by Steven Restivo Event Services, LLC ~ Ph: 415-456-6455 ~ Fax: 415-456-6436
www.SRESproductions.com ~ steven@sresproductions.com



Event Promotion

PROMOTION & MARKETING

❖ *San Francisco's 19th Annual Union Street Spring Celebration & Easter Parade* is being aggressively marketed throughout the Bay Area and on the World Wide Web. Publicity and promotion will consist of extensive multi-media campaigns, print, radio and electronic media, as well as posters and postcards distributed throughout the Bay Area prior to the event.

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 stores, community organizations and schools throughout the Bay Area.

POSTCARDS

❖ Beautiful **postcards** will be distributed at high traffic points around the Bay Area.

FLIERS

❖ **Customized flyers** will be distributed at retail outlets throughout the Bay Area.

THE WEB

❖ The event will be **listed on all local and regional websites** that have a calendar listing section and featured on the Union Street Association's website at www.unionstreetsf.com and on www.sresproductions.com

RADIO

❖ The event will be **publicized on a number of local radio stations** via promotional spots and 30 to 60 second spots. We may have a local Radio station broadcasting live at the event.

PRINT

❖ We will be partnering with a large newspaper in the area to help promote and advertise the Festival.



Sponsor Benefits

Here are just a few ways your company will benefit as a sponsor of
**San Francisco's 19th Annual
Union Street Spring Celebration & Easter Parade**

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 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.
- * Have a unique opportunity to engage people. Event attendees are a captive, receptive audience who 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.

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 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.

San Francisco's Union Street Spring Celebration & Easter Parade ~ Sunday, April 4th, 2010
Presented by The Union Street Association ~ www.unionstreetsf.com
Produced by Steven Restivo Event Services, LLC ~ Ph: 415-456-6455 ~ Fax: 415-456-6436
www.SRESproductions.com ~ steven@sresproductions.com



Sponsor Packages

**TITLE/
PRESENTING
SPONSOR
\$10,000+**

- Category exclusivity for 2010
- Right of first refusal for the 2011 Event
- Company name and logo incorporated into event name for all advertising and promotional purposes, including:
 - prominently displayed on 1000 posters & 5000 postcards (deadline: March 1st, 2010)
 - prominently displayed on all postcards (if applicable)
 - all print advertising
- 1/2-page black & white ad in the Official Event Program* (if applicable)
- Logo and link to sponsor's website prominently displayed on Event website
- Company name mentioned in all radio spots for event (if applicable)
- Company name mentioned in all publicity for event
- One large banner on Main Stage 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)
- Company name/logo on banners placed around event site (sponsor to provide banners)
- Logo inclusion on event t-shirt (if applicable)

**MAJOR
SPONSOR
\$7,500+**

- Company logo prominently displayed on 1000 posters & 5000 postcards (deadline: March 1st, 2010)
- 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 in all event advertising
- Company name mentioned in all radio spots for event (if applicable)
- Company name mentioned in all publicity for event
- One large banner on Main Stage at event (sponsor to provide)
- One 10ft x 20ft booth space and booth canopy at event
- One large banner at sponsor's booth (sponsor to provide)
- Company name/logo on banners placed around the event site (sponsor to provide banners)
- Logo inclusion on event t-shirt (if applicable)

*color or size advertising upgrades are available at an additional charge

San Francisco's Union Street Spring Celebration & Easter Parade ~ Sunday, April 4th, 2010
 Presented by The Union Street Association ~ www.unionstreetsf.com
 Produced by Steven Restivo Event Services, LLC ~ Ph: 415-456-6455 ~ Fax: 415-456-6436
www.SRESproductions.com ~ steven@sresproductions.com



Sponsor Packages

PARTICIPATING SPONSOR \$5,000

- Company logo displayed on 1000 posters & 5000 postcards (deadline: March 1st, 2010)
- 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 in all event advertising
- Company name mentioned in all radio spots for event (if applicable)
- Company name mentioned in all publicity for event
- One large banner on Main Stage at event (sponsor to provide)
- One 10ft x 10ft booth space and booth canopy at event
- One large banner at sponsor's booth (sponsor to provide)
- Logo inclusion on event t-shirt (if applicable)

CONTRIBUTING SPONSOR \$2,000+

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

*color or size advertising upgrades are available at an additional charge