

*Annual Downtown San Rafael*

# Parade of Lights & Winter Wonderland

## Friday

**November**

Fourth Street - A Street to Loutens  
Downtown San Rafael  
"The Heart of Marin"

- **Free Snow Sledding & Kids Activities**  
on A Street between Fourth Street and 5th Avenue  
noon - 4pm & 6:30 - 8pm
- **Parade of Lights & Downtown Tree Lighting Ceremony** 5:30pm
- **Holiday Market** 3pm - 8pm
- **Window Displays** all season long
- **Entertainment & Musical Performances** 4pm - 8pm



**Saturday  
November**

- **Free Snow Sledding & Kids Activities continue!**  
9am - until the snow melts!

www.cityofsanrafael.org • www.downtownsanrafael.org • www.sresproductions.com • (800) 310-6563



San Rafael  
Redevelopment Agency



Pacific Sun  
Marin Specialty Service

Alice  
@97.3



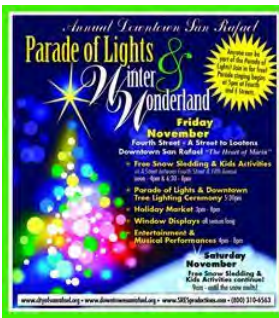
LIVE  
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*San Rafael Parade of Lights & Winter Wonderland*  
*San Rafael, CA*  
*Friday, November 26, 2010 ~ 3 pm to 8 pm*



# Overview

**WHAT** Downtown San Rafael will once again commence the Holiday Season with the Parade of Lights, Winter Wonderland, and the special Holiday Market on Friday, November 26<sup>th</sup>, 2010.

This will be the 31<sup>st</sup> Annual Parade of Lights in Downtown San Rafael, and the 21<sup>st</sup> straight year of free snow sledding on A Street between Fourth & Fifth Streets.

The snow will be open to the public from noon to 4pm, closed during the Parade of Lights and Downtown Tree Lighting Ceremony, re-opened at approximately 6pm, and closed again at 8pm. On Saturday the snow will be open from 9am until 2pm or until the snow is no longer safe.

**WHERE** The 31<sup>st</sup> Annual San Rafael Festival of Lights & Winter Wonderland will take place on Fourth Street from A Street to Lootens ~ San Rafael, CA.

**WHEN** **Friday & Saturday, November 26<sup>th</sup> & 27<sup>th</sup>, 2010.**

**WHO** Participants in the Parade of Lights will begin to gather at Fourth and “E” Streets at 5pm on Friday evening. The Parade will start down Fourth Street at 5:30pm, ending at Courthouse Square.

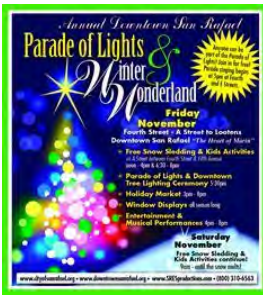
The Holiday Market will be held from 4pm to 8pm on Friday. It will be located on Fourth Street between Lootens Place and B Street. There will be Holiday Entertainment and musical performances at different locations on Fourth Street between Lootens and “A”.

The 31<sup>st</sup> Annual San Rafael Parade of Lights & Winter Wonderland 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 27 years and has contributed to the production of hundreds of public events and large corporate functions.

**The 31<sup>st</sup> Annual San Rafael Parade of Lights & Winter Wonderland – Friday & Saturday November 26<sup>th</sup> & 27<sup>th</sup> 2010**  
**3:00 pm – 8:00 pm ~ Fourth Street ~ A Street to Lootens ~ San Rafael, CA**

**Produced by Steven Restivo Event Services, LLC ~ Ph: 1-800-310-6563 ~ 415-456-6455 ~ Fax: 415-456-6436**

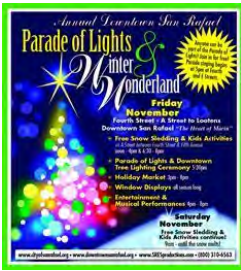
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# Event Highlights



The 31<sup>st</sup> Annual San Rafael Parade of Lights & Winter Wonderland – Friday & Saturday November 26<sup>th</sup> & 27<sup>th</sup> 2010  
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# Demographics

## AREA DEMOGRAPHICS

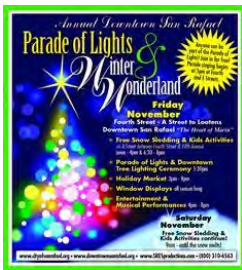
The San Francisco Bay Area, sometimes referred to as The Bay Area, is a metropolitan area that lies along the San Francisco Bay in northern California, with an estimated population of 7.15 million people. Its area is often defined as the area covered by the nine counties that border either San Francisco Bay or San Pablo Bay: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma.

By this definition, the Bay Area has a population of over seven million residents, making it the second largest metropolitan area west of the Mississippi. This nine county area consists of cities of various sizes that lie more or less contiguously around the length of the bay. Three large cities dominate the area: San Francisco, San Jose, and Oakland. Because, unlike most other metropolitan areas in the United States, no single large city dominates the region, residents generally refer to the region generically as the *Bay Area*, without associating it with any one city.

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# Promotion

## PROMOTION & MARKETING

- ❖ *The 31<sup>st</sup> Annual San Rafael Parade of Lights & Winter Wonderland* will be 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 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

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

## POSTCARDS

- ❖ 1,000's of **postcards** will be mailed, email and distributed to residents in Marin and the Bay Area.

## FLIERS

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

## THE WEB

- ❖ The official event website is located at [www.sanrafaelalacarte.com](http://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 **newspapers** in the area to help promote and advertise The 31<sup>st</sup> Annual San Rafael Parade of Lights & Winter Wonderland.

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# Sponsor Benefits

Here are just a few ways **your company** will benefit as a sponsor of **The 31<sup>st</sup> Annual San Rafael Parade of Lights & Winter Wonderland**

## 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 and Bay Area market.
- ❖ Reach a large audience with **repeated impressions**:
  - Your company name and/or logo will appear on The 31<sup>st</sup> Annual San Rafael Parade of Lights & Winter Wonderland poster and in all promotional materials, including the official San Rafael Food & Wine Festival website.
- ❖ A **unique opportunity** to engage with people:
  - The 31<sup>st</sup> Annual San Rafael Parade of Lights & Winter Wonderlands 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 31<sup>st</sup> Annual San Rafael Parade of Lights & Winter Wonderland 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

**MAJOR SPONSOR**  
**\$10,000**

- Company logo prominently displayed on 1,000 posters (deadline: October 1, 2010)
- Company logo displayed on 20,000 postcards (deadline: October 1, 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 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**  
**\$4,000**

- Company logo prominently displayed on 1,000 posters (deadline: October 1, 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 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**  
**\$1,500**

- 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)

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