

**A TASTE OF  
DOWNTOWN**  
*San Rafael*

**WEDNESDAY**  
September

Hors d'oeuvres sampling & wine tasting  
from multiple downtown San Rafael  
restaurants and merchants.

free cable car shuttle.

Celebrating the  
10th anniversary of the  
Smith Rafael Film Center

Tasting Tickets available pre-event @ [SREProductions.com](http://SREProductions.com) and on event day in the Plaza  
[DowntownSanRafael.org](http://DowntownSanRafael.org) • Join us for a great evening! • 800-310-6563

Logos for Pacific Sun, SRE Productions, and other sponsors are visible at the bottom of the poster.

*San Rafael's Taste of Downtown  
San Rafael, CA*

*Wednesday, September 22, 2010 ~ 4 pm to 8 pm*



# Taste of Downtown Overview

- WHAT** The San Rafael Business Improvement District, Steven Restivo Event Services, LLC and the California Film Institute would like to invite you to participate in the Second Annual *A Taste of Downtown San Rafael*, featuring a **free outdoor movie** on September 22, 2010. The Tasting program will run from 4:00 PM to 8:00 PM. The Free outdoor movie will begin at 7:30 PM.
- WHERE** The Tasting event will be located throughout the Downtown San Rafael area and will include restaurants and merchants offering hors' **doeuvres** and wine samples. There will be a free cable car shuttle making designated stops to pick up and drop off attendees during the event times.
- The free outdoor movie will be shown on 'A' Street between Fourth Street and Fifth Avenue. Attendees can sit on the comfortable astroturf that will line the street, which has a perfect incline for the best viewing. There will be popcorn offered and refreshments to purchase during the film.
- WHEN** **Wednesday, September 22<sup>rd</sup>, 2010, 4:00 pm to 8:00 pm (Movie at 7:30 pm)**
- WHO** Taste of Downtown San Rafael is presented by the San Rafael Business Improvement District and produced by Steven Restivo Event Services, LLC (SRES). SRES 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.

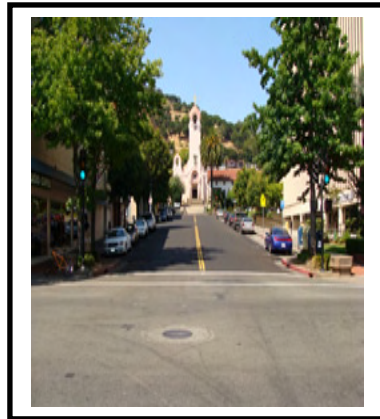


# Event Highlights

## Walking Tour of Local Galleries, Restaurants and Merchants



**The Rafael Theater**



**A Street – Free Movie Location**



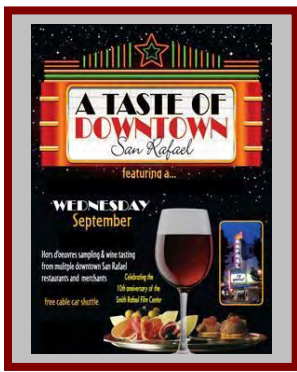
**Astroturf for Movie Viewing**



**Restaurant and Merchants with Food & Wine Samplings**

The 2nd Annual Taste of Downtown San Rafael ~ Wednesday, September 22<sup>nd</sup>, 2010 ~ 4:00 pm – 8:00 pm  
 Produced by Steven Restivo Event Services, LLC ~ Ph: 1-800-310-6563 ~ 415-456-6455 ~ Fax: 415-456-6436

[www.downtownsanrafael.org](http://www.downtownsanrafael.org) ~ [Steven@SRESproductions.com](mailto:Steven@SRESproductions.com)



# Audience

## AREA DEMO- GRAPHICS

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.



# Promotion

## PROMOTION & MARKETING

- ❖ *The 2<sup>nd</sup> Annual Taste of Downtown San Rafael event* 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 Taste of Downtown San Rafael.

## 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 Taste of Downtown San Rafael. 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 Taste of Downtown San Rafael.



# Benefits

Here are just a few ways ***your company*** will benefit as a sponsor of  
**The 2<sup>nd</sup> Annual TASTE OF DOWNTOWN SAN RAFAEL**

## 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 Taste of Downtown San Rafael's poster and in all promotional materials, include the official Taste of Downtown San Rafael's website.
- ❖ A **unique opportunity** to engage with people:
  - Taste of Downtown San Rafael's attendees are a captive, receptive audience, that has time to look, listen and hear about your products and/or services.
- ❖ Develop **new business contacts**:
  - Taste of Downtown San Rafael 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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