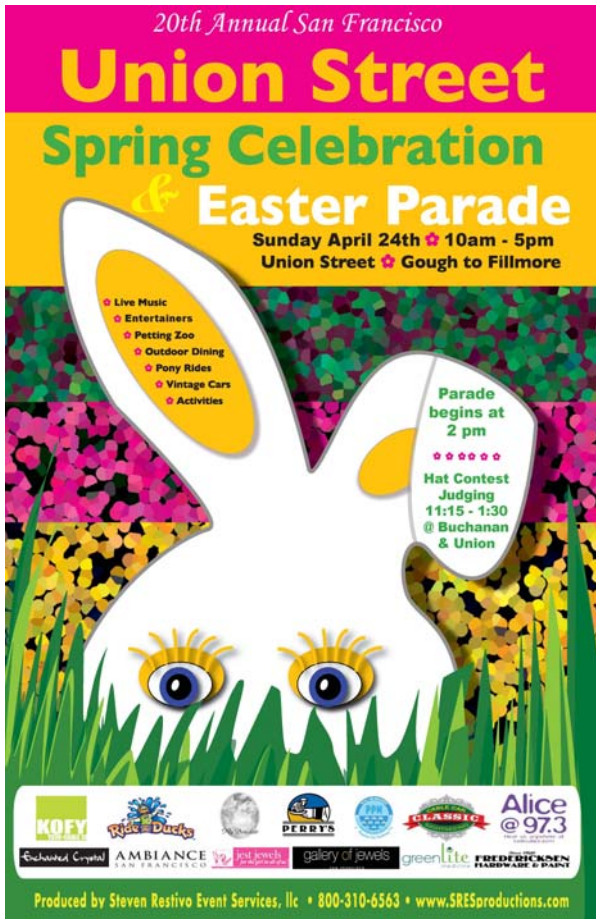




Sponsor Packet

San Francisco's 21st Annual Spring Celebration & Easter Parade Sunday, April 8, 2012

Event 10:00 AM to 5:00 PM ~ Parade begins at 2:00 PM
Union Street ~ Gough to Fillmore, San Francisco, CA



(Last year's poster)

HOW DO I SPONSOR THE EVENT?

- Please read the attached information on the benefits of sponsoring this event.
- Review the different levels and decide on which one you are interested in.
- Contact us at Steven@SRESproductions.com or call 415-456-6455 or mail the attached application with your selection.
- Then we will send you a contract and the promotion for your company can begin!



Overview

WHAT

San Francisco's 21st 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 19 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 21st Annual Union Street Spring Celebration & Easter Parade will be held on Union Street between Gough & Fillmore Street in San Francisco, California.

WHEN

Sunday April 8th, 2012 ~ 10 am to 5 pm ~ Parade at 2:00PM

BY WHO

San Francisco's 21st 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 28 years and has contributed to the production of hundreds of public events and large corporate functions.



Event Highlights

- **30,000 attendees fill the street and 200 people participate in the parade**

* **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 8th, 2012
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

COVERAGE/ IMPRESSIONS

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

- **Print:** The San Francisco Chronicle with average daily circulation of 485,000, SF Station, SF Magazine, 7x7 Magazine, The New Fillmore, Northside, Marina Times, Here, Pacific Sun, Via Magazine, SF Examiner
- **Radio:** KCBS, Alice 97.3, Live105, MOViN 99.7, KBLX
- **Online:** The event has its own facebook page with hundreds of fans. It is also listed on over 100 event listing websites
- **TV:** We have partnered with KOFY TV20 who run 30 second ads for the event, View from the Bay, ABC 7, KRON 4
- **Publicity:** Our publicist sends the press release to thousands of contacts in her media list

BAY AREA 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 2012 event, we expect consumers from all over the Bay Area to attend the event.

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Event Promotion & Sponsor Benefits

PROMOTION/MARKETING: *San Francisco's 21st 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 of T.V., print, radio and on-line, as well as posters, postcards and fliers distributed throughout the Bay Area 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/POSTCARDS: A minimum of 500 posters will be distributed to high traffic areas throughout the Bay. Over 5,000 postcards will be mailed out to participating artists and distributed around the Bay Area.

THE WEB: The official event **websites** are www.unionstreetsf.com and www.SRESproductions.com. They will be promoted in all materials related to the event.

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 several newspapers in the area to help promote and advertise the event.

BENEFITS AS A SPONSOR:

- ✂ 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, include the official festival website.
- ✂ A **unique opportunity** to engage with people. Event 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 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.
- ✂ 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.

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Sponsor Packages

Have special space requirements? Questions about the different levels? Want to sponsor several events and receive a discount? Call or email us and we can personalize your participation level.

TITLE/PRESENTING SPONSOR \$10,000:

- Everything listed on page below PLUS*
- Category exclusivity for 2012
- Right of first refusal for the 2013 Event
- Company name and logo incorporated into event name for all advertising and promotional purposes, including all print advertising, radio spots, posters/postcards

MAJOR SPONSOR \$7,500:

- Everything listed on page below PLUS*
- Company logo **prominently** displayed in all print advertising, posters/postcards
- Large banners placed around event site, including Main Stage (sponsor to provide)
- Logo inclusion on event t-shirt (if applicable- deadline: 2 months before the show)

PARTICIPATING SPONSOR \$5,000:

- Everything listed on page below PLUS*
- Logo displayed in all print advertising (deadline: 2 months before the show)
- Company logo displayed on 500 posters (deadline: 2 months before the show)
- Company logo displayed on 5,000 postcards (deadline: 2 months before the show)

CONTRIBUTING SPONSOR \$3,500:

- Everything listed on page below PLUS*
- Booth, table & chairs provided
- Logo and link to sponsor's website displayed on official event websites
- Company name mentioned in all publicity for event
- Company name listed in Official Event Program* (if applicable)
- Opportunity for prominent placement in the Parade (subject to parade committee approval)

FESTIVAL COPORATE SPONSOR \$2,000:

- One 10ft x 10ft space only at the Festival (\$250 extra if need booth, table & chairs)
- One large banner at booth (sponsor to provide)

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Sponsor Application

Please fill out and fax, email or mail to:

Steven@SRESproductions.com

Ph 415-456-6455 ~ Fax: 415-456-6436

SRES, 805 4th Street, Ste #8, San Rafael, CA 94901

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

TELEPHONE: _____ FAX: _____

WEBSITE: _____ EMAIL: _____

DESCRIPTION OF WHAT WILL BE PROMOTED IN BOOTH & SIZE REQUIRED:

LEVEL

I would like to sponsor at the level of (please check one):

(Please note, prices increase if require more than one 10x10 space)

- Title Sponsor \$10,000
- Major Sponsor \$7,500
- Participating Sponsor \$5,000
- Contributing Sponsor \$3,500
- Corporate Sponsor \$2,000
- In-Kind Media Sponsor valued at \$ _____
- Product Donation valued at \$ _____
- I would like to personalize my sponsorship level, please contact me to discuss the cost

PAYMENT INFORMATION (please check one):

- Check enclosed
- Payment will come later
- Invoice me
- Charge a credit card (\$50 processing fee added) cc # _____ exp _____
Signature to authorize credit card: _____ date _____

- ▶ SRES Tax ID# 32-0030309
- ▶ Make all checks payable to **Steven Restivo Event Services** and mail to 805 4th Street, Ste #8, San Rafael, CA 94901

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