



# Sponsorship Packet

## 58<sup>th</sup> Annual North Beach Festival

### Saturday & Sunday, June 16 & 17, 2012

10:00 AM to 6:00 PM  
North Beach, 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](mailto: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** In its 58<sup>th</sup> year, The North Beach Festival is considered one of the country's original free outdoor arts & crafts Festivals. The Festival attracts in excess of 100,000 attendees each year from all over the United States. Visitors will enjoy live entertainment on multiple stages, browse the offerings of fine art and crafts and enjoy gourmet food and beverages. North Beach is considered by locals and visitors alike as San Francisco's Little Italy.
- WHERE** The Festival is held on Grant Avenue and on numerous adjacent streets in San Francisco's historic North Beach.
- WHEN** **Saturday June 16 & Sunday June 17, 2012 ~ 10 am to 6 pm**
- BY WHO** *The North Beach Festival* is proudly presented by the North Beach Chamber of Commerce. The North Beach Chamber of Commerce is a non-profit organization formed by local property owners and merchants of the area in an effort to improve the business and community environment in North Beach district in San Francisco.



The 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 28 years and has contributed to the production of hundreds of public events and large corporate functions.



**The North Beach Festival ~ Sat. June 16 & Sun. June 17, 2012 ~ 10 am to 6 pm**  
**Produced by Steven Restivo Event Services, LLC ~ Ph: 1-800-310-6563 ~ 415-456-6455 ~ Fax: 415-456-6436**  
**Presented by [www.NorthBeachChamber.com](http://www.NorthBeachChamber.com) ~ Produced by [www.SRESproductions.com](http://www.SRESproductions.com)**



# Event Highlights

- 100,000 attendees fill Columbus, Grant Ave and adjoining streets



The North Beach Festival ~ Sat. June 16 & Sun. June 17, 2012 ~ 10 am to 6 pm  
Produced by Steven Restivo Event Services, LLC ~ Ph: 1-800-310-6563 ~ 415-456-6455 ~ Fax: 415-456-6436  
Presented by [www.NorthBeachChamber.com](http://www.NorthBeachChamber.com) ~ Produced by [www.SRESproductions.com](http://www.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

The Festival is attended by people from all over nation and the nine-county San Francisco Bay Area. The Bay Area represents one of the world's great regional economies. It successfully competes in the global market as a knowledge-based economy powered by its wealth of research, technology, and innovation. If the Bay Area were a country it would rank about 20th in the world

The Bay Area's population consists of 6.5 million people within three metropolitan centers: San Francisco, San Jose and Oakland. The gross regional product exceeds \$200 billion and ranks fifth in the U.S. The region is top ranked nationally for its proportion of scientists, lawyers, computer programmers, musicians, engineers, business consultants, authors, physicians and artists.

The event is situated in historic North Beach, known to locals and visitors alike as San Francisco's Little Italy and the home of the famed beat generation. The Festival site includes numerous quaint streets in the heart of the district.



## Event Promotion & Sponsor Benefits

**PROMOTION/MARKETING:** *The North Beach Festival* 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 2,000 posters will be distributed to high traffic areas throughout the Bay. Over 25,000 postcards will be mailed out to participating artists and distributed around the Bay Area.

**THE WEB:** The official event websites are [www.NorthBeachChamber.com](http://www.NorthBeachChamber.com) and [www.SRESproductions.com](http://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.



# 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 \$50,000:**

- 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
- 25 VIP wristbands

## **MAJOR SPONSOR \$20,000:**

- 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)
- 10 VIP wristbands

## **PARTICIPATING SPONSOR \$10,000:**

- Everything listed on page below PLUS*
- Logo displayed in all print advertising
- Company logo displayed on 2,000 posters (deadline: 2 months before the show)
- Company logo displayed on 25,000 postcards (deadline: 2 months before the show)
- 5 VIP wristbands

## **CONTRIBUTING SPONSOR \$5,000:**

- 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)

## **FESTIVAL CORPORATE SPONSOR \$3,000:**

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



# Sponsor Application

Please fill out and fax, email or mail to:

[Steven@SRESproductions.com](mailto:Steven@SRESproductions.com)

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

SRES, 805 4<sup>th</sup> 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 \$50,000
- Major Sponsor \$20,000
- Participating Sponsor \$10,000
- Contributing Sponsor \$5,000
- Corporate Sponsor \$3,000
- In-Kind Media Sponsor valued at \$ \_\_\_\_\_
- Product Donation valued at \$ \_\_\_\_\_
- Other \$ \_\_\_\_\_
- I would like to personalize my sponsor 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 4<sup>th</sup> Street, Ste #8, San Rafael, CA 94901

The North Beach Festival ~ Sat. June 16 & Sun. June 17, 2012 ~ 10 am to 6 pm  
Produced by Steven Restivo Event Services, LLC ~ Ph: 1-800-310-6563 ~ 415-456-6455 ~ Fax: 415-456-6436  
Presented by [www.NorthBeachChamber.com](http://www.NorthBeachChamber.com) ~ Produced by [www.SRESproductions.com](http://www.SRESproductions.com)