



Sponsorship Packet

San Francisco's 161st Annual St. Patrick's Day Festival Saturday, March 17th, 2012

10:00 AM to 5:00 PM, with the Parade at 11:30 AM
Civic Center Plaza ~ San Francisco



(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!

Steven Restivo Event Services, LLC ~ Ph: 415-456-6455 ~ Fax: 415-456-6436
www.SRESproductions.com ~ Steven@SRESproductions.com



Overview

WHAT *The 161st Annual St. Patrick's Day Parade in San Francisco* is a well established event with historic ties to the city. The parade itself is a huge draw for attendees from all different demographics and ethnicity.

The addition of the *Festival* after the parade provides a great opportunity for attendees to learn more about Irish history and culture while having a great time experiencing the day. A full day of activity is planned for the St. Patrick's Day Festival at Civic Center Plaza and on Grove Street, Polk to Larkin Street.

The colorful festivities surrounding the *Parade & Festival* will showcase Irish Culture through live performance and entertainment, arts and crafts exhibitors, food and beverage concessions, children's rides and inflatable's, cultural displays, a petting zoo and pony ride and a number of non-profits booths representing the Irish community.

WHERE The *Parade* on Saturday begins at 11:30 AM at the corner of Second and Market, where more than 5,000 participants from all over the country, will reel about with laughter and revelry all the way to City Hall. *The Festival* will take place before, during and after the Parade on Saturday at San Francisco's Civic Center Plaza and on Grove Street, Polk to Larkin Street.

WHEN Saturday March 17th, 2012 ~ 10 am to 5 pm ~ Parade at 11:30 am.

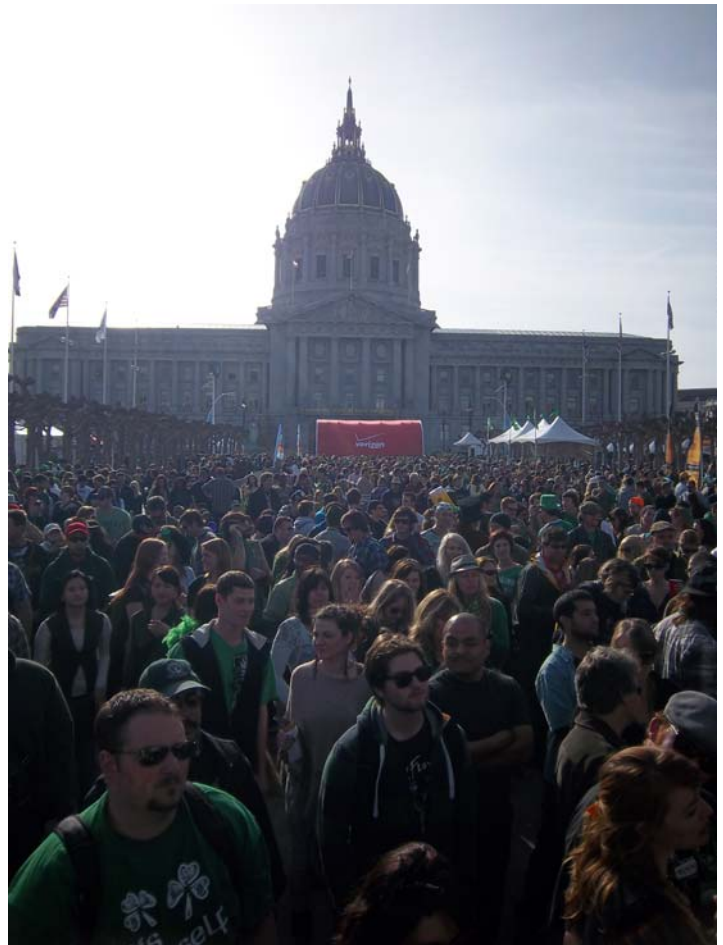
BY WHO *The 161st Annual St. Patrick's Day Parade & Festival in San Francisco* is proudly presented by the United Irish Societies of San Francisco. The purpose of the United Irish Societies of San Francisco is to preserve and perpetuate the democratic principles of the Irish people, and of those for the freedom of Ireland and of the United States of America; to enlist the goodwill and cooperation of our fellow citizens in support of such democratic principles.

The event 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.



Event Highlights

- 100,000 attendees fill the streets and 7,500 in the Civic Center Plaza





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 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 tree-lined, freshly cut lawn of San Francisco's Civic Center Plaza is surrounded by some of the city's most important institutions. City Hall, retrofitted and gilded in 1999, houses the mayor's office, the Board of Supervisors chambers and a number of other government offices. The nearby Veteran's Building contains the Herbst Theater and a 1,000-seat lecture hall. On the corner of Gough and Van Ness is the modern Louise M. Davies Symphony Hall, home of the San Francisco Symphony.



Event Promotion & Sponsor Benefits

PROMOTION/MARKETING: *The 161st St. Patrick's Day Parade & 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 1,000 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.sfstpatricksdaysparade.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.



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 \$30,000:

- 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 (deadline: 2 months before the show)
- Company logo displayed on 1,000 posters (deadline: 2 months before the show)
- Company logo displayed on 5,000 postcards (deadline: 2 months before the show)
- Opportunity for prominent placement in the Parade (subject to parade committee approval)
- 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 COPORATE SPONSOR \$2,500:

- 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

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 \$30,000
- Major Sponsor \$20,000
- Participating Sponsor \$10,000
- Contributing Sponsor \$5,000
- Corporate Sponsor \$2,500
- In-Kind Media Sponsor valued at \$ _____
- Product Donation valued at \$ _____
- Other \$ _____
- 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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