



# Sponsorship Packet

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## San Francisco's Union Street Eco-Urban Festival

Saturday, June 4, & Sunday, June 5, 2011 from 10:00 AM to 6:00 PM  
Union Street ~ Gough to Steiner in 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@SREProductions.com](mailto:Steven@SREProductions.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.SREProductions.com](http://www.SREProductions.com) ~ [Steven@SREProductions.com](mailto:Steven@SREProductions.com)



# Overview

## WHAT

In its 35<sup>th</sup> year, The Union Street Festival is one of San Francisco's largest annual free events, and this year it's again going Green. The Festival which attracts in excess of 100,000 attendees each year from all over the United States is for the second year in a row is adding an eco-friendly theme.

San Francisco is forward thinking city and the *Union Street (Eco-Urban) Festival* helps promote the value of Green thinking in all aspects of our day to day lives.

This year the east entrance of the Festival, (beginning at Gough Street) will feature an organic food, garden and home demonstration stage, arts and crafts created with recycled and sustainable materials and eco-friendly exhibits. Additionally, the Festival showcases 150 arts & crafts booths, 20 gourmet food booths, two stages of live entertainment and bistro style cafes.

The Festival is held on San Francisco's fashionable Union Street where historic Victorians have been transformed into popular boutiques, art galleries and restaurants. There are over 100 staff members on-site to assist exhibitors and the public. Parking is available to exhibitors three blocks from the event site.

## WHERE

The Festival is held on Union Street between Gough & Steiner Streets in San Francisco's Cow Hollow district. The district was one of the first neighborhoods in San Francisco to convert its historic Victorians into popular boutiques, art galleries and restaurants. From an architectural perspective, the distinct turn-of-the-century atmosphere makes a walk along Union Street a delightful journey back in time. The atmosphere along modern day Union Street is anything but old-fashioned. The street is where some of the City's most fashionable, upscale residents live and play. *Union Street ~ Always a Celebration!*

## WHEN

**Saturday June 4<sup>th</sup> & Sunday June 5<sup>th</sup>, 2011 ~ 10 am to 6 pm**

## BY WHO

*The Union Street Festival* is proudly presented by the Union Street Association. The Union Street Association is a non-profit organization formed by local property owners and merchants of the area in an effort to improve the business environment on Union Street and the surrounding cow hollow district in San Francisco.

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

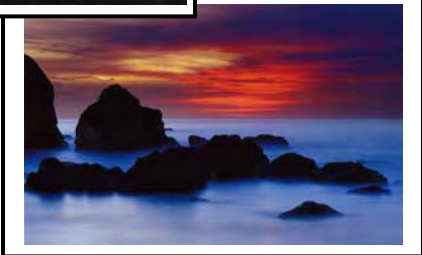


# Event Highlights

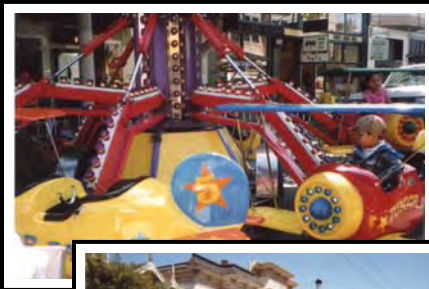
\* 100,000 attendees fill the streets



\* See a variety of Paintings, Sculpture & other great art



\* A whole block dedicated to the Family Adventure Zone



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



# Audience

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## 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.

San Francisco's 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 the Victorians lining the street sharing it with buildings built in the 1960's. Several short alleys branch off into dead ends which make for an interesting walking and sightseeing experience.



# Event Promotion & Sponsor Benefits

**PROMOTION/MARKETING:** *The Union Street 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 website is located at [www.UnionStreetFestival.com](http://www.UnionStreetFestival.com) and will be promoted in all materials related to the festival. The event will be listed on all regional and national websites that have a calendar listing section and featured on the Union Street Association's website at [www.UnionStreetSF.com](http://www.UnionStreetSF.com).

**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 \$50,000:

- Everything listed on page below PLUS*
- Category exclusivity for 2011
- Right of first refusal for the 2012 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 Stages & beverage gardens (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: \_\_\_\_\_

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 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 (\$100 processing fee added) cc # \_\_\_\_\_ exp \_\_\_\_\_

- ▶ 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

Thank you for supporting the event!

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