

Sponsorship Packet

The 27th Annual Union Street Fantasy of Lights

Saturday, December 2, 2017 from 3PM to 7PM



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 The Union Street Association and Steven Restivo Event Services, Inc. are hosting the 27th Annual *Union Street Fantasy of Lights* on Saturday, December 2, 2017 from 3:00 PM to 7:00 PM.

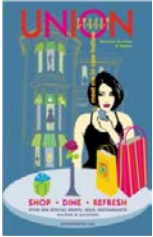
Union Street kicks off its annual Fantasy of Lights Holiday celebration, where young and old alike can enjoy festivities to begin the holiday season. Thousands of holiday lights set off the Victorians, transforming Union Street into a magical backdrop for Santa and a team of elves to celebrate along with jugglers, live ponies dressed as reindeer, face painters, balloon artists, costumed characters, singers and live entertainment.

See Union Street, holiday style, and hop on the Union Street Holiday Horse Drawn Carriage Ride from 3-5:30 PM, fun for the whole family! Come decorate a holiday ornament from 3:00-5:30 PM in front of the Cudworth Mansion, 2040 Union Street! Santa will arrive at the Cudworth Mansion, 2040 Union Street, at 5:30 PM where he will be available for pictures until 7:00 PM.

WHERE Union Street from Union Street from Gough to Steiner Streets and on Fillmore from Union to Lombard.

WHEN Saturday, December 2, 2017 from 3:00PM to 7:00PM

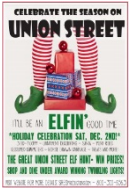
BY WHO **The Union Street Fantasy of Lights** is proudly presented by the Union Street Association. The Union Street Association is a non-profit organization formed by local property owners and merchants of the area in an effort to improve the business environment on Union Street and the surrounding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



The event is produced by Steven Restivo Event Services, Inc. (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 30 years and has contributed to the production of hundreds of public events and large corporate functions.



Union Street Fantasy of Lights
Steven Restivo Event Services, INC. ~ Ph: 415-456-6455 ~ Fax: 415-456-6436
www.SRESproductions.com ~ Steven@SRESproductions.com



Event Highlights

❖ Expose your business to event attendees & the natural foot traffic on Union Street!



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Sponsor Levels

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.

ONSITE PRESENCE ~ \$1,500

Distribute samples and advertise your product at a dedicated table next to the festival activity tent table! Get exposure to the event attendees and to the natural foot traffic of the thousands of people walking on the busy city street.

LARGE ACTIVITY SPONSOR ~ \$1,000

Sponsor one of the large event activities- Carriage Rides, Pony Rides or the whole Santa Sit Area!

SMALL ACTIVITY SPONSOR ~ \$250

Sponsor one of the smaller event activities- Face painter, Costume Character, Ornament Decorating, Saxophonist, Balloon Artist, Other:_____

BUSINESS CARDS PASSED OUT BY COSTUME CHARACTER ~ \$250

Have one of our costume characters pass out your business cards, coupons or advertisements to the hundreds of passer byers!

FACEBOOK BLAST ON EVENT'S 3 FACEBOOK PAGES WITH AD OR LINK OF YOUR CHOICE ~ \$250

Have your link or ad seen by the thousands who visit the SRES Facebook page, the Wine Walk Facebook page, and the Wine Walk Facebook RSVP page that sends them an immediate alert!

LOGO ON POSTER, POSTCARDS, PROGRAM & WEBSITE ~ \$500

Your logo can be printed on the thousands of posters, postcards and programs printed and distributed for the event, as well as viewed by the thousands who visit the event website!

ALL OF THE ABOVE ~ \$3,000



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 PERSON: _____

TELEPHONE: _____ FAX: _____

WEBSITE: _____ EMAIL: _____

DESCRIPTION OF WHAT WILL BE PROMOTED:

LEVEL

I would like to sponsor at the level of (please check all that apply):

- Onsite Presence \$1,500
- Large Activity Sponsor \$1,000
- Small Activity Sponsor \$250
- Business Card Sponsor \$250
- Logo on poster, postcards & website \$500
- Facebook blast on event's 3 Facebook pages \$250
- All of the above \$3,000
- I would like to personalize my sponsorship level, please contact me to discuss the cost

Please note: Possible discount can be applied if sign up for 3 or more SRES events

PAYMENT INFORMATION (please check one):

- Check enclosed
- Payment will come later
- Invoice me
- Charge a credit card (5% processing fee added) cc # _____ exp _____

Signature for credit card Authorization: _____ date: _____

- ▶ SRES Tax ID# 47-2441059
- ▶ Make all checks payable to **Steven Restivo Event Services** and mail to 805 4th Street, Ste #8, San Rafael, CA 94901

Thank you for supporting the event!

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