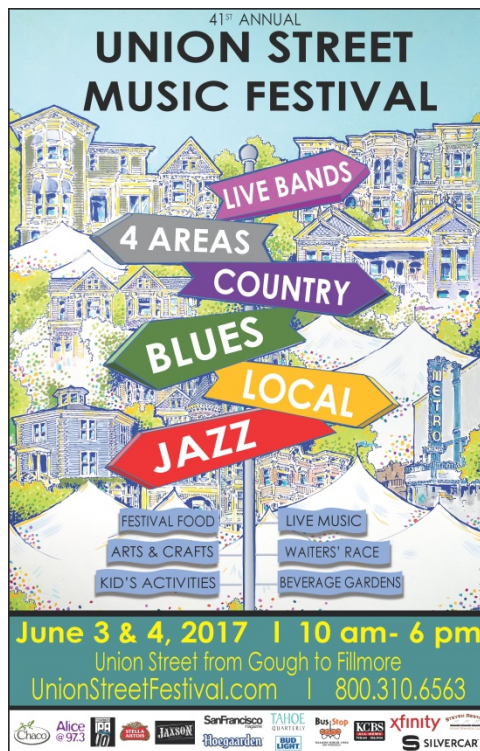


# Sponsorship Packet

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## San Francisco's 42<sup>nd</sup> Annual Union Street Music Festival Saturday, June 2, & Sunday, June 3, 2018 10:00 AM to 6:00 PM Union Street ~ Gough to Fillmore 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@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 our ongoing effort to keep the Festival fresh and exciting we have decided to put a much bigger emphasis on Music for the 2017 Festival. This year's event will be known as The Union Street Music Festival. The event will have live bands performing in small entertainment areas throughout the site. We will feature five different genres: Jazz, Blues, Country, Bluegrass and Local Bands!

The Festival will also include the traditional elements that have made this event stand out over the years, including Arts and Craft Exhibitors, unique Sponsors, Festive Food Vendors and Community Groups. The Festival will feature full pours of tasty beers and fine wines in each of our beverage gardens. Please come check out the Juried Art Section at the festival and see who you think should be awarded the cash prizes!

## WHERE

The Festival is held on Union Street between Gough & Fillmore 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 2 & Sunday, June 3, 2018 ~ 10 am to 6 pm**

## BY WHO

*The Union Street Music 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, 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 29 years and has contributed to the production of hundreds of public events and large corporate functions.

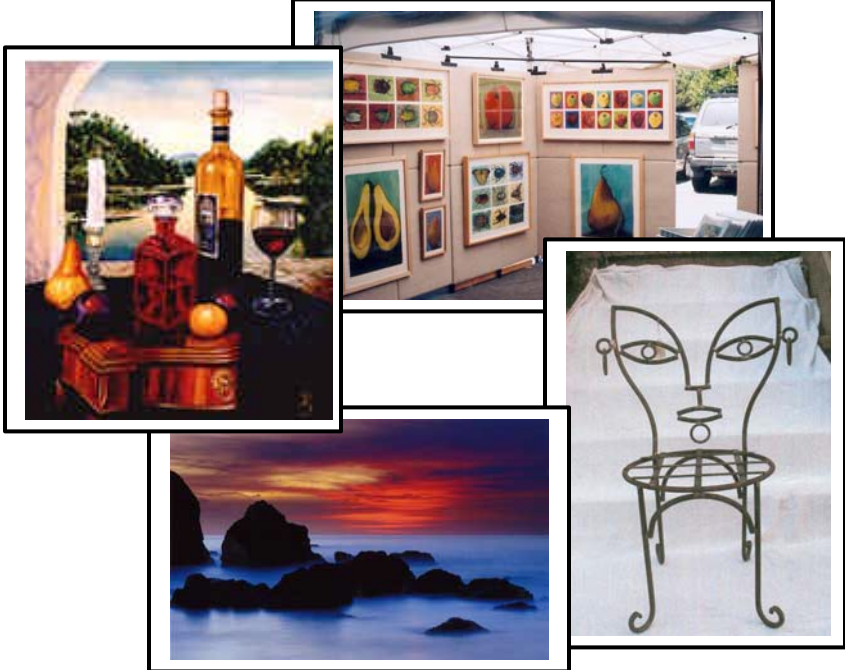


# Event Highlights

\* 100,000 attendees fill the streets

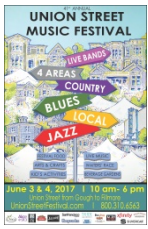


\* See a variety of Paintings, Sculpture & other great art



\* A whole block dedicated to the Family Adventure Zone





# 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 Music 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 Music 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.

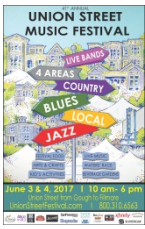
**THE WEB:** The official event website is located at [www.UnionStreetFestival.com](http://www.UnionStreetFestival.com) and will be promoted in all materials related to the Music Festival. The event will be listed on all regional and national websites that have a calendar listing section and featured 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 Music 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 2018
- Right of first refusal for the 2019 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 \$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 (sponsor to provide)
- Logo inclusion on event t-shirt (if applicable-deadline: 2 months before the show)

## PARTICIPATING SPONSOR \$10,000:

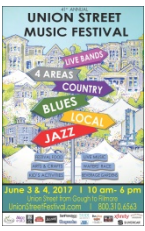
- Everything listed on page below PLUS*
- Logo displayed in all print advertising
- Company logo displayed on 2,000 posters (deadline: 2 months before the show)
- Company logo displayed on 25,000 postcards (deadline: 2 months before the show)

## CONTRIBUTING SPONSOR \$5,500:

- 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)

## COPORATE DISPLAY SPONSOR \$3,250:

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



# Union Street Music Festival Sponsor Application Page 1

COMPANY NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

WEBSITE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ONSITE CONTACT: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_

### LEVEL

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

- Title Sponsor \$50,000
- Major Sponsor \$20,000
- Participating Sponsor \$10,000
- Contributing Sponsor \$5,500
- Corporate Display Sponsor \$3,250
- In-Kind Media Sponsor valued at \$ \_\_\_\_\_
- Other \$ \_\_\_\_\_
- I would like to Sponsor one of the "Worlds", please contact me to discuss the cost
- I would like to personalize my sponsorship level, please contact me to discuss the cost

**Please note:**

- \*Prices increase if require more than one 10x10 space
- \*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 to authorize credit card: \_\_\_\_\_ date \_\_\_\_\_
- ▶ SRES Tax ID# 47-2441059
- ▶ Make all checks payable to **Steven Restivo Event Services** and mail to 805 4<sup>th</sup> Street, Ste #8, San Rafael, CA 94901

**PLEASE READ AND SIGN THE NEXT PAGE**



# Union Street Music Festival Sponsor Application Page 2

Please fill out the Sponsor Application Page 1 & 2 and fax, email or mail to:

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

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

SRES, 805 5th Street, Ste #8, San Rafael, CA 94901

1. **Steven Restivo Event Services, Inc** shall use its best efforts to produce and promote the above Music Festival with arts & crafts, music, entertainment, food, and beverages. The event is free to the public.
2. **SPONSOR** will promote and market its products and services at the event. Any premium giveaway items must be approved by **Steven Restivo Event Services, Inc** prior to the event. All activity related to the promotion will take place within the confines of the booth space only at the event. There are no roaming rights granted to you at the event, unless otherwise specified. There will be no direct sales of products at the event from the space, unless otherwise approved.
3. In consideration of all rights granted you in this agreement, **SPONSOR** agrees to pay **Steven Restivo Event Services, Inc**, a total cash sponsorship fee for participation in the event. SRES will email a participant packet to **SPONSOR** that contains all necessary set up information 20 days prior to the Music Festival.
4. **SPONSOR** agrees to indemnify and hold harmless **Steven Restivo Event Services, Inc** and each of its officers, employees, directors and agents or clients from all claims, liabilities, costs or expenses, including reasonable attorneys' fees that arise from or may be attributable to any error, omission or fault of **SPONSOR**. **SPONSOR** indemnification obligations hereunder will survive the termination or expiration of this Agreement.
5. Each party represents and warrants that it is free to enter into this Agreement without violating the rights of any person, that its trademarks do not infringe on the trademarks or trade names of any person and that it will comply with all laws and regulations pertinent to its business.
6. **SPONSOR** shall name **Steven Restivo Event Services, INC, its officers, agents and employees, its client, and the City where the event takes place** as additional insured on its insurance and provide **Steven Restivo Event Services, Inc** a certificate of the insurance prior to the events. *If we do not receive the insurance certificate prior to the event, you will not be able to set up.* Please include the following additional insureds on the insurance cert:  
**Steven Restivo Event Services, INC, its officers, agents and employees, the Union Street Association, and the City and County of San Francisco**
7. **SPONSOR** recognizes that **Steven Restivo Event Services, Inc** owns all rights to the event.
8. Let it be known that **Steven Restivo Event Services, Inc** is not liable for any failure to perform hereunder resulting from unforeseen events or circumstances beyond its control including, but not limited to, any delay, postponement or cancellation due to adverse weather, other natural catastrophes, labor disputes, strikes, wars, riots, insurrections, civil commotions, fire, flood, accident, act of God, Terrorism or other conditions beyond its control.
9. This Agreement does not constitute a partnership or joint venture or principal-agent relationship between us. This Agreement may not be assigned by either party. It shall be governed by the laws of the State of California. It is complete and represents the entire agreement between the parties.
10. **SPONSOR** is responsible for any additional costs it incurs in excess of agreed upon amounts above.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME: \_\_\_\_\_ COMPANY: \_\_\_\_\_