



Sponsorship Packet

The Polk Street Blues Festival

Saturday & Sunday, September 24 & 25, 2011 from 10:00 AM - 6:00 PM

Polk Street ~ Broadway to California Streets 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 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 For many years, San Francisco has been known for its love of the blues. Since our company already produces one of the nation's largest free Jazz Festivals on Fillmore Street in San Francisco, it made complete sense to us and our client, the Polk District Merchants Association, to create a free Blues Festival on upper Polk Street. In 2010, the event was a great success!

If people are looking to escape the crowded downtown San Francisco chain stores and want to enjoy a warm, friendly neighborhood atmosphere, Polk Street is the place. Polk Street runs from Ghirardelli Square at Beach Street at the northern end, south to Market Street near City Hall and the Civic Center. Located on the west side of upscale Nob and Russian Hills, the neighborhood is in a San Francisco micro climate relatively immune to foul weather, especially during late September.

The free Festival will feature two main stages, a merchant marketplace, arts and crafts, gourmet food booths, a large family area, cafe seating areas, and much more. The event will receive a huge amount of press since it is as of now the only free blues event in San Francisco. We estimate a crowd of 40,000 to visit Polk Street that weekend.

WHERE The Festival is held on Upper Polk Street between Broadway & California Streets in San Francisco's Polk Village. The district is home to hundreds of shops and restaurants.

WHEN **Saturday September 24th & Sunday September 25th, 2011 ~ 10 am to 6 pm**

BY WHO *The Polk Street Blues Festival* is proudly presented by the Polk District Merchants Association. The Polk District Merchants 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 Polk Street 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 26 years and has contributed to the production of hundreds of public events and large corporate functions.

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Event Highlights

- 30,000 attendees filled the streets to hear local San Francisco Blues Music



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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.

San Francisco's Polk 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.



Event Promotion & Sponsor Benefits

PROMOTION/MARKETING: *The Polk Street Blues 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 10,000 postcards will be mailed out to participating artists and distributed around the Bay Area.

THE WEB: The official event websites are www.PolkStreetBluesFestival.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.

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 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.

TITLE/PRESENTING SPONSOR \$30,000:

- ☒ *Everything 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 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 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)
- ☒ 5 VIP wristbands

CONTRIBUTING SPONSOR \$5,000:

- ☒ *Everything 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 \$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: _____

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)

- | | |
|--|----------|
| <input type="checkbox"/> Title Sponsor | \$30,000 |
| <input type="checkbox"/> Major Sponsor | \$20,000 |
| <input type="checkbox"/> Participating Sponsor | \$10,000 |
| <input type="checkbox"/> Contributing Sponsor | \$5,000 |
| <input type="checkbox"/> Corporate Sponsor | \$2,500 |
| <input type="checkbox"/> In-Kind Media Sponsor valued at | \$ _____ |
| <input type="checkbox"/> Product Donation valued at | \$ _____ |
| <input type="checkbox"/> Other | \$ _____ |
| <input type="checkbox"/> 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 4th Street, Ste #8, San Rafael, CA 94901

Thank you for supporting the event!

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