



The Solano Avenue
Association

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Tom Taylor, Art Thou Graphics

Allen Cain, Executive Director

Solano Avenue Stroll Sponsorship

Building on the Tradition of Northern California's Largest Annual Street Festival

We would like to offer you the opportunity to provide your company/organization with exposure during the East Bay's oldest and largest street festival

- To connect the **300,000+ visitors** that will attend this unique event to your products and services
- To provide a safe, memorable, family-friendly, alcohol-free atmosphere for your customers (and future customers!) to enjoy a fun-filled day-long event

When the Solano Avenue Association created the Solano Avenue Stroll in 1974, its goals were the same as they are today – but no one could have known how truly spectacular and popular this event would become. More than a quarter of a million people will fill the mile long stretch from The Alameda in Berkeley to San Pablo Avenue in Albany, on the second Sunday in September for a day of fully-engaged fun: a street fair, a parade, a juried crafts fair, and countless performances.

The Stroll has evolved into a can't-miss festival that is **loved and lauded by regional residents, business people, and the press**. This year's Solano Avenue Stroll will be no different, showcasing hundreds of performers, thousands upon thousands of smiling faces – and sponsors that will make it all possible. Without each of the sponsors, this event could simply not sustain itself.

The Solano Avenue Stroll delivers a **tremendous package of benefits for the relatively small cost** of the sponsorship. Be assured that every dollar provided by generous sponsors is used to make the event an even greater success for your business and event attendees.

Please review our Solano Stroll sponsorship options to see which level of exposure you would like to invest in.

To maximize marketing benefits, we need your commitment by June 1st!

We look forward to exploring additional details with you, so please feel free to contact us at anytime.

Allen Cain
Executive Director and Events Producer



Solano Avenue Stroll Sponsorship Options

All Sponsorship packages include:

Solano Avenue Association membership for one year (when eligible)
Free booth space at the Solano Stroll (size is negotiable)
Free Solano Stroll collectable t-shirts (**quantity varies, see below)
Sponsor listing(s) in the SAA membership directory (circulation 14,000)
SAA website exposure with over 100 thousand "hits" annually
Free Solano Stroll parade entry
Logos on emailed kick-off party invitations
Placement on Solano Avenue Stroll "Val Pak" direct mailing (100,000 homes)
Placement on Solano Avenue Stroll City of Albany, Berkeley, and El Cerrito Recreation Guides
Logos / Placement on Solano Stroll Print advertisements in:
The Daily Californian (The Daily Cal: Circulation 10,000) and
The East Bay Express (Circulation 65,000)

Platinum - \$10,000

Company name and logo on the official Solano Stroll t-shirt (a collectable)
Company name and logo on over one hundred thousand postcards
Prominent, leading Logo on Stroll advertisements in all publications
Package includes all items listed with Gold Sponsorship

Gold - \$5,000

Large banner with your logo at the main stage
Large logo on the Solano Avenue Association [home] web page
Large logo on jitney(s) driven by staff during the event
Use of the grandstand / headquarters stage (program negotiable)
Representation on event shuttle(s) and shuttle signage
Framed Solano Stroll poster
Large logo on all 1000 full color collectable posters strategically distributed throughout the entire San Francisco Bay Area
Prominent logo on event web page and SAA homepage
Large logo on sponsor display at kickoff party
Prominent logo on all participant registration forms (500+)
Logo on Solano Avenue Stroll "Val Pak" direct mailing (100,000 homes)
Logo on Solano Avenue Stroll advertising in the:
City of Albany, Berkeley, and El Cerrito Community Guides (distributed city-wide)
Logo may or may not appear in Solano Avenue Stroll television advertising

Silver - \$2,500

Medium logo on 1000 full color collectable posters strategically distributed throughout the entire San Francisco Bay Area
Medium logo on event web page
Medium logo on sponsor display at kickoff party
Logo on all participant registration forms (500+)

Bronze - \$1,250

Company "text" on 1000 full color collectable posters strategically distributed throughout the entire San Francisco Bay Area
Small logo on event web page
Small logo on sponsor display at kickoff party
Logo on all participant registration forms (500+)

Solano Avenue Association Members are entitled to a 10% discount

***T-shirt quantities are: Bronze 02 / Silver 04 / Gold 08 / Platinum 16

Contract deadline is June 1st - payment deadline is June 30th

What I need from you now is:

1. Your logo, which you may email to me (We have most logos.)
2. A completed Solano Stroll application for the parade and/or your booth space can be downloaded from our web site. Please note if you have any special requirements.

(The space is free but if you need rentals, you will have to purchase them independently.)

3. A brief description of your main stage event (Platinum and Gold Sponsors only) and the time slot(s) you are interested in.

**Thank you one more time.
We couldn't do it without your support and financial participation!**

Solano Avenue Stroll