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The Solano Avenue  
Association

SolanoStroll.org  
info@SolanoStroll.org

**510.527.5358**

1563 Solano Avenue  
#101  
Berkeley, California 94707

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**Allen Cain, Executive Director  
and Events Manager**

## 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 **250,000+ 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:

- Booth space at the Solano Avenue Stroll (Sponsors / VIP section) (size is negotiable)
- Logos on emailed kick-off party invitations
- Placement in Solano Avenue Stroll City of Albany, Berkeley, and El Cerrito Recreation Guides
- SAA website exposure with over 10,000 thousand "hits" annually
- Solano Avenue Association membership for one year (when eligible)
- Solano Avenue Stroll parade entry
- Sponsor listing(s) in the SAA membership directory (circulation 10,000)
- Logos / Placement with Solano Avenue Stroll print advertisements in:
  - Berkeleyside.com (on-line readership)
  - The Daily Californian (The "Daily Cal": printed circulation 10,000) and
  - Oakland Magazine (printed circulation 10,440) and
  - Parent's Press (printed circulation 40,000) and
  - The Official Solano Avenue Stroll Program produced by the "Contra Costa Marketplace Magazine"

### Platinum - \$10,000

- (Package also includes all items listed with Gold Sponsorship)
- Company name and logo on the official Solano Stroll t-shirt (when applicable)
- Company name and logo on 15,000 thousand postcards
- Framed event poster
- Prominent, leading Logo on Stroll advertisements in all publications

### Gold - \$5,000

- Exposure through pre and post event social-media campaigns
- Exposure for your marketing materials at the main stage
- Exposure on the Solano Avenue Association website
- 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
- 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 displays 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**

Display materials acknowledging sponsorship  
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+)

**Solano Avenue Association Members are entitled to a 10% discount**

**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*