



The Solano Avenue Association

A 501 (c) (6)

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Operations Manager (Staff)



Sponsorship

One of northern California's largest annual street festivals

Here is an opportunity to provide your company/organization with exposure before, during, and after the East Bay's largest street festival, the Solano Avenue Stroll.

- Connect with the **150,000+ visitors** that will attend
- Be a part of the extensive marketing campaign leading up to the event
- Help support our inclusive and diverse community event
- Demonstrate that you are part of the community by aligning yourselves with our prestigious group of sponsors
- Get noticed by groups outside of your normal marketing channels

Zip code surveys show that the event has an extremely "local" draw, with an emphasis on attendees and participants from the Berkeley area. This includes Albany, El Cerrito, and Kensington, California.

The Solano Avenue Association created the Solano Avenue Stroll in 1974.

This annual community event brings together the experience, individual expression, and diversity of our communities in a celebration of unity, and is always FREE to the public. The Solano Avenue Stroll showcases 75 performers; hundreds of visiting vendors including many non-profits and artisans / makers; thousands upon thousands of smiling faces – and sponsors that make it all possible.

The Solano Avenue Stroll delivers a **tremendous package of benefits for the relatively small cost** of the sponsorship.

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 (510) 527-5358 info@solanoavenue.org

Sponsorship packages include:

Platinum - \$10,000 (unavailable)

- (Package includes all items listed with Gold Sponsorship)
- Company name and logo on the official Solano Stroll souvenirs
- Company name and logo on 15,000 postcards
- Featured spotlight on event announcements (social media, etc.)
- Framed event poster signed by poster artist
- Prominent, leading Logo on Stroll advertisements in all publications

Gold - \$5,000

- Exposure in multiple digital and print media outlets
- Exposure in the event announcements (social media, etc.)
- Exposure on the Solano Avenue Association website (see sponsor panel)
- Included booth space in the sponsor's area (with VIP benefits)
- Logo on all participant registration forms
- Logo on electric cart(s) driven by staff during the event (see sponsor panel)
- Logo prominently displayed on 15,000 postcards
- Logo prominently displayed at performance areas (see sponsor panel)
- Medium logo on 1000 posters strategically distributed throughout the San Francisco Bay Area with a focus on the immediate area (Albany / Berkeley / El Cerrito)
- Medium logo on event web page
- Medium logo on sponsor display at Kickoff Party
- Opening Ceremony entry (micro parade)
- Representation on event shuttle(s) and shuttle signage
- SAA membership (when eligible)
- Sponsor listing in annual SAA Winter Coloring Book
- Ten collectible, premium quality Solano Stroll T-shirts (when available)

Silver - \$2,500

Please contact us for current benefits

Other Sponsorship Items Include:

- Social media posts on the Solano Avenue Stroll

The Solano Avenue Association grants you non-exclusive, non-assignable, royalty free, worldwide license ("License") to use, reproduce, create derivative works, and display the Solano Avenue Stroll's name, registered and unregistered trademarks, and all content available on the Solano Avenue Stroll's website and social media channels (if any), solely in connection with the promotion of the Solano Avenue Association's Solano Avenue Stroll.

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

Thank you one more time.

We couldn't do it without your support and financial participation!



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This was the event Sponsor Panel for 2022:

THANK YOU 2022 Solano Avenue Stroll Sponsors:

