

Downtown Campbell Business Association

Presents



The Third Annual

BIG BANDS & BBQ FESTIVAL

Saturday, July 17, 2010

Sponsorship Information

Sponsorship Overview

Third Annual Big Bands & BBQ Street Festival

- Date & Time:** Saturday, July 17, 2010 from 11:00 a.m. to 8:00 p.m.
- Location:** Downtown Campbell (E Campbell Ave between Harrison and Fourth)
- Admission:** Free Admission & Free Parking
- Attendance:** Projected attendance 20,000+
- Event Description:** The Downtown Campbell Business Association is pleased to present the Third Annual Big Bands & BBQ celebration! All afternoon and into the evening, enjoy dueling bands, dancing, top BBQ grillers, and food and outdoor living booths in the heart of Downtown Campbell.
- Demographics:** 1.7 million- South Bay Population
40,111- Campbell Population
\$93,000- Campbell Average Income
40% population with Bachelors Degree or higher
- Advertising:** Print and Radio (to be announced).
- Event Mission:** To host a signature event that is community friendly and that will provide the DCBA with the financial resources needed to promote downtown Campbell as a premier shopping and dining district.
- About DCBA:** The DCBA mission is to improve the commercial and social climate of Downtown Campbell for the benefit of its businesses and surrounding community. We're proactive in efforts to promote Downtown Campbell as a destination and we sponsor various community events that contribute to the cultural and social environment of Downtown Campbell.
- Downtown Campbell is a quaint, historic four block district of galleries, restaurants, and boutiques. Browse our online directory at www.downtowncampbell.com and then come down and see our restaurants, cafes, fashion boutiques, art galleries, gift shops and other stores in person.

Event Promotion

Marketing & Promotion

The Third Annual Big Bands & BBQ Street Festival will be aggressively marketed throughout the Bay Area and on the web. Publicity and promotions will consist of extensive multi-media campaigns and will include print, radio, and electronic media outlets. In addition, 500 posters and 10,000 postcards will be distributed throughout the Bay Area prior to the event.

- Posters and Postcards- A minimum of **500 posters** will be distributed to merchants, community organizations, city offices, libraries, and schools throughout the Bay Area. A minimum of **10,000 postcards** will be distributed to residents in the south bay area.
- The Web- The event will be **listed on all regional and national websites** that have a calendar listing section. We will also have the festival featured on our site.
- Radio- The event will be publicized on a number of **local radio stations** via promotional spots and 30 to 60 second spots. We will have a local radio station broadcast live at the event.
- Print- We will be partnering with newspapers in the area to help promote and advertise the festival. Print media coverage include: the San Jose Mercury News, Campbell Express, Silicon Valley Community Newspaper Group, the Metro, the Wave, and the San Francisco Chronicle

Sponsorship Benefits

Help Your Business

- Have access to one of the **most sought after demographic** niches in the country
- Reach a large audience with **repeated impressions**
- A unique opportunity to **engage with people**

Make a Difference

- Develop new business contacts
- Demonstrate, sample, or test market your product
- Show your company's commitment to businesses, arts and local community
- Help promote community outreach and development

How to Sponsor

Please refer to following pages for sponsorship level packages and form.

To sponsor, please fill out the sponsorship form and mail to Downtown Campbell Business Association 200 E. Campbell Ave, Campbell CA 95008. The sponsorship deadline is May 21, 2010. If you have any additional questions, please call Diana Moffett, President of the DCBA at 408/866-2699

Please e-mail the logo you would like us to use in all promotional materials to info@downtowncampbell.com All logos are due when submitting the sponsorship form.

Third Annual
Big, Band BBQ Street Festival
 Saturday, July 17, 2010 11:00 a.m. to 8:00 p.m.
Sponsorship Form
 DEADLINE: Thursday, May 21, 2010

Sponsorship Form:

Contact Name Telephone
 E-mail Fax

Business Information:

Name Telephone
 Address Fax
 City State Zip
 E-mail Website

Package: Amount

TITLE SPONSOR

- Banner on Main Stage all day- "Name Your Stage"
- Banners throughout festival site all day
- Logo on all printed materials, website and name mentioned in all
- radio spots for the event
- Logo on front of programs
- Company name mentioned in all publicity for event **\$10,000.00**
- 20-10 Booth (Canopy TITLE SPONSOR
- and Equipment Included)
- VIP Treatment
- 6 VIP parking spots
- \$1000.00 basket with items from local merchants
- All additional items listed below

PRESENTER SPONSOR

- Banner on Community Stage all day
- Logo on all printed materials and website
- Company name mentioned in all publicity for event
- Logo on back of programs **\$5000.00**
- VIP taster for BBQ competition
- Exclusive Banner and use of tent in either BBQ Tasting/VIP tent or Family/Kids area
- 4 VIP parking spots
- \$500.00 basket with items from local merchants

PARTICIPATING SPONSOR

- Banner on Small Stage all day
- Logo on all printed materials and website **\$2500.00**
- Company name mentioned in all publicity event and website
- 2 VIP parking spots
- \$250.00 basket with item from local merchants

CONTRIBUTING SPONSOR

- Logo on all printed materials
- Banner on site **\$1000.00**
- Company name mentioned in all publicity event and website