



**NORTH PARK MAIN STREET**  
3076 University Avenue • San Diego, CA 92101  
Phone – 619-294-2501 • Fax – 619-294-2502  
Email: npbid@northparkmainstreet.com • Web: www.northparkmainstreet.com

## ***Sponsorship Opportunities Available Now!***

Market your company to over 35,000 people in one day at the 14th Annual North Park Festival of the Arts, a neighborhood event which celebrates arts, culture, and entertainment.

***Sunday, May 16, 2010***

***10:00 AM to 6:00 PM***

***The Festival of the Arts is located in the heart  
of North Park's historic, arts & culture district.  
Stages and booths line University Avenue  
between 30th and 32nd Streets.***

**[www.northparkmainstreet.com](http://www.northparkmainstreet.com)**



## Event Naming Sponsors

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**Title Sponsor, - \$15,000, *limit 1***  
**Presenting Sponsor, - \$8,000, *limit 2***

- Event naming rights (i.e. "(Title Sponsor Name) North Park Festival of the Arts Presented by (Presenting Sponsor Name)")
- Logo inclusion on 500 event posters to be displayed prominently county wide in City Heights, North Park, Mission Hills, Hillcrest areas 3 weeks out (Value: \$2,500 - \$3,000)
- Logo inclusion on event map as Title/Presenting Sponsor inside insert (Value:\$600 - \$1,000)
- Company co-branding, logo and link on event website (Value: \$700)
- Logo recognition on 4-page North Park News event insert (Value: \$1,000)
- Complimentary ¼ – ½ page ad in event insert
- Company name / logo inclusion on all local print event advertising (Value: Media value: \$30,000 / ID Value \$5,000)
- Company logo and/or name on all promotional material, including but not limited to full color postcards, flyers, signage, calendar notice, press releases, and advertisements. (Value:\$3,500)
- Opportunity to be featured on radio promotions (Value: \$6,000)
- Premier event location to include one (1) 10 x 10 booth to include (1) 10 x 10 canopy, (1) table, (2) chairs, and electricity (Value: \$1,000)

### **Title Sponsor Only:**

- Opportunity to be featured on television segments in May 2009 (Value: \$13,400)
- Banner displayed on selected stage (banner to be provided by sponsor) (Value: \$2,500)
- Welcome introduction in event editorial included in event insert (Value: \$600)

**Title Sponsor Tangible Assets Value: \$38,700**

**Presenting Tangible Assets Value: \$20,300**



## Investment Benefit Details

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Investment Benefits	Presenting Sponsor	Title Sponsors
Print Ad Inclusion	Median: \$30,000 ID Value: \$5,000	Median: \$30,000 ID Value \$5,000
Web Promotion	\$700	\$700
Event Program Insert	\$1,000	\$1,000
Poster Distribution	\$3,000	\$3,000
Other Promo Materials	\$3,500	\$3,500
Radio Promos	\$6,000	\$6,000
Booth/Accessories	\$1,000	\$1,000
Event Map	\$600	\$1,000
Complementary Ad	¼ Page	½ Page
Welcome Introduction	N/A	\$600
Stage Banner	N/A	\$2,500
TV Segment	N/A	\$13,400
<b>TOTAL VALUE</b>	<b>\$20,300</b>	<b>\$38,700</b>



# Stage & Area Sponsors

**Limit 2 Sponsors per Stage / Area**

- Dance Stage, 32nd Street. - \$3,500
- Main Stage, 30th Street. - \$3,500
- North Park Hospitality Area, Ohio Street - \$3,500
- World Music Stage, Grim Avenue - \$2,500
- Beats & Eats Stage, Illinois Street - \$2,500
- Kid's Art Beat, Herman Avenue - \$2,500
- Arts Village, University Avenue - \$2,000

- Sponsor of an area or stage within the event
- Opportunity to place banner on a stage or area (Value: \$1,500 - \$3,000)\*
- Logo inclusion on 500 event posters to be displayed prominently county wide in City Heights, North Park, Mission Hills, Hillcrest areas 3 weeks out (Value: \$2,000 - \$3,000)
- Company co-branding, logo and link on event website (Value: \$500 - \$700)
- Logo inclusion on event map inside insert (Value: \$400 - \$600)
- Company logo and/or name on all promotional material, including but not limited to, full color postcards, flyers, news articles, North Park Main Street newsletter articles, farmers market, signage, calendar notice, press releases, and advertisements (Value \$2,500 - \$3,500)
- Premier event location, to include one (1) 10 x 10 booth to include (1) 10 x 10 canopy, (1) table, (2) chairs, and electricity (Value: \$1,000)

## Tangible Asset Values:

**Dance/Main Stage/Hospitality Sponsor: \$11,800**  
**World Music/Beats & Eats Stage/Kid's Art Beat Sponsor: \$8,900**  
**Arts Village Sponsor: \$7,900**

Investment Benefits	Dance, Main Stage, Hospitality	World Music, Beats & Eats & Kid's Art Beat	Arts Village
Stage/Banner Area	\$3,000	\$2,000	\$1,500
Poster Distribution	\$3,000	\$2,500	\$2,000
Web Promotion	\$700	\$500	\$500
Event Map	\$600	\$400	\$400
Other Promotion	\$3,500	\$2,500	\$2,500
Booth/Accessories	\$1,000	\$1,000	\$1,000
<b>TOTAL VALUE</b>	<b>\$11,800</b>	<b>\$8,900</b>	<b>\$7,900</b>

*\*Sponsor values are based on attendance and audience concentration in specified areas.*



## Corporate Sponsors

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### **\$1,500 Investment Package Benefits Include:**

- Lower tier logo inclusion on 500 event posters to be displayed in City Heights, North Park, Mission Hills, Hillcrest areas three weeks out (Value: \$2,500)
- Logo inclusion on event map as featured activity area inside insert (Value:\$400)
- Premiere event location to include one (1) 10 x 10 booth to include (1) 10 x 10 canopy, (1)table, (2) chairs, electricity (Value: \$1,000)
- Company logo and link on event website (Value: \$250)

**Tangible Assets Value: \$4,150**

### **\$1,000 Investment Package Benefits Include:**

- Premier event location to include one (1) 10 x 10 booth to include (1) 10 x 10 canopy, (1) table, (2) chairs, electricity (Value: \$1,000)
- First choice for logo inclusion on 500 event posters before printing deadline. (Value: \$2,500)

**Tangible Assets Value: \$3,500**

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# Signature Page

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**Check One:**

- Title Sponsor/\$15,000
- Dance Stage/\$3,500
- Beats & Eats Stage/\$2,500
- Kid's Art Beat/\$2,500
- Corporate Sponsor/\$1,500
- Other \_\_\_\_\_
- Presenting Sponsor/\$8,000
- Main Stage/\$3,500
- World Music Stage/\$2,500
- Arts Village/\$2,000
- Corporate Sponsor/\$1,000

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**AGREEMENT:**

The North Park Main Street is a not-for-profit organization engaged in raising money to promote community development through arts, culture and entertainment in the San Diego region. Your Company is a company whose services are lawfully marketed in the State of California.

**SECTION 1: PERIOD OF THIS AGREEMENT**

This agreement covers a sponsorship by Your Company in conjunction with the 2010 North Park Festival of the Arts. The 2010 event will take place from 10:00 AM to 6:00 PM, Sunday, May 16, 2010; this agreement covers on-site benefits through this package. This agreement shall be in place through the end date of the event described herein, Sunday, May 16, 2010.

**SECTION II: TERMS OF THIS AGREEMENT:**

There will be no refund in the cause of inclement weather, acts of nature, acts of terrorism, forfeiture or by restrictions by government agencies to amend or cancel the event, over which North Park Main Street has no control.

**SECTION III: NORTH PARK MAIN STREET WILL PROVIDE YOUR COMPANY WITH:**

Details indicated on sponsor description page.

**SECTION IV: YOUR COMPANY WILL PROVIDE THE FOLLOWING:**

Payment of sponsorship amount to secure a position in the 2010 North Park Festival of the Arts. This agreement must be signed within three weeks of when it was received. Payment will be due three weeks from the date this agreement was signed. All payments must be received no later than Monday, February 8, 2010. Payment should be made to: North Park Main Street

Payment Address is: North Park Main Street  
3076 University Avenue  
San Diego, CA 92104

*Agreement with these Terms & Conditions is indicated by the signatures below:*

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**Signature** **Date**

**Signature: Elizabeth Studebaker** **Date**  
**Executive Director, North Park Main Street**