

# SPONSORSHIP PACKET



**LARGEST SINGLE DAY EVENT  
IN THE SAN FERNANDO VALLEY  
WITH OVER 100,000 ATTENDEES**

SUNDAY • OCTOBER 15, 2017 • 10AM-6PM

[www.SHERMANOAKSSTREETFAIR.org](http://www.SHERMANOAKSSTREETFAIR.org)

• MAIN STAGE FEATURING TOP LIVE MUSICAL ENTERTAINMENT •



CARNIVAL • PET ZONE • SPECIAL ATTRACTIONS • GOURMET FOOD TRUCKS

OVER 250 VENDORS & DISPLAYS • COMMUNITY PERFORMING ARTS STAGE



• CLASSIC CAR SHOW • OUTDOOR COCKTAIL LOUNGE •

# SPONSORSHIP OPPORTUNITIES



## PRE-EVENT MARKETING INCLUDES

TV, radio & print media in 2016 included KTLA News, K-Earth Radio, Los Angeles Daily News, Ventura Blvd. Magazine, The Tolucan, Studio Studio-Sherman Oaks-Encino News, Studio City Lifestyle Magazine, UCLA Alumni Magazine, Discover Hollywood Magazine & KCSN Radio. Multiple local businesses distribute Street Fair flyers throughout the community and post Street Fair posters in their businesses.

**\$25,000**

**\$10,000**

### BOOTH SIZE

20 x 20

10 x 20

Canopy (20x10), tables and chairs as requested and electricity.

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### INCLUDES

- Logo ID on Street Fair website
- Street Fair Facebook page
- 16 Exclusive Facebook postings
- 20 invitations to Backstage VIP Party (food, drinks, seating, bathrooms)
- Up to 10 VIP Parking Passes
- Recognition by emcees on both the Concert and Community Stages

- Logo ID on Street Fair website
- Street Fair Facebook page
- 8 Exclusive Facebook postings
- 10 invitations to Backstage VIP Party (food, drinks, seating, bathrooms)
- Up to 6 VIP Parking Passes
- Recognition by emcees on both the Concert and Community Stages

### OPPORTUNITIES

#### Title Sponsor

Event is branded as Sherman Oaks Chamber Street Fair Sponsored by Title Sponsor

Concert Stage branded as Title Sponsor Concert Stage

Concert Stage opportunity for presentations and exclusive announcements

Title Sponsor promotion throughout the event on banners

Customized display in sponsor zone.

Please select from one of the following opportunities:

#### Art Contest Sponsor

Local high school and college students will display art in a branded art pavillion. You may provide the judges. Winning art may be displayed in your lobby after the event.

#### Pet Zone Sponsor

Local pet adoption agencies and local animal non profits will join your company in your pet zone. We will create goody bags for your company to distribute to adopted pets and pet owners.

#### Community Stage Sponsor

Stage branded with your banners. Can provide handouts/goody bags for all student performers. May emcee Teacher of the Year Awards on Stage.

#### Street Team Sponsor

Street Team T's are branded with your logo and will send event attendees to your booth for a special event.

#### 90th Sherman Oaks Birthday Sponsor and Time Capsule Sponsor

Instagram-able balloon display at your booth along with supplies to create a time capsule to be opened at Sherman Oaks' 100th Birthday

#### Carnival Sponsor

Entry to carnival will be branded with your banners.

*Customized Sponsorships Available*

# SPONSORSHIP OPPORTUNITIES

	\$5,000	\$3,000	\$1,500
<b>BOOTH SIZE</b>	10 x 15  Canopy (10x10), tables and chairs as requested and electricity.	10 x 15  Canopy (10x10), table and two chairs and electricity.	10 x 10  Canopy (10x10), table and two chairs and electricity
<b>INCLUDES</b>	<ul style="list-style-type: none"> <li>• Logo ID on Street Fair website</li> <li>• Street Fair Facebook page</li> <li>• 4 Exclusive Facebook postings</li> <li>• 6 invitations to Backstage VIP Party (food, drinks, seating, bathrooms)</li> <li>• Up to 4 VIP Parking Passes</li> <li>• Recognition by emcees on both the Concert and Community Stages</li> </ul>	<ul style="list-style-type: none"> <li>• Logo ID on Street Fair website</li> <li>• Street Fair Facebook page</li> <li>• 2 Exclusive Facebook postings</li> <li>• 4 invitations to Backstage VIP Party (food, drinks, seating, bathrooms)</li> <li>• Up to 3 VIP Parking Passes</li> <li>• Recognition by emcees on both the Concert and Community Stages</li> </ul>	<ul style="list-style-type: none"> <li>• Logo ID on Street Fair website</li> <li>• Street Fair Facebook page</li> <li>• 2 invitations to Backstage VIP Party (food, drinks, seating, bathrooms)</li> <li>• Up to 2 VIP Parking Passes</li> <li>• Recognition by emcees on both the Concert and Community Stages</li> </ul>
<b>OPPORTUNITIES</b>	<p><b>Step and Repeat Sponsor</b> Includes step and repeat and event frames for photos and a photographer for your booth who will share photos on social media.</p> <p><b>Ferris Wheel Sponsor</b> Sponsor may hang banners on fencing around Ferris Wheel. May split booth space and have dual location at Ferris Wheel (10 by 10) and in Sponsor Zone (10 by 10)</p> <p><b>Super Slide Sponsor</b> Sponsor may hang banners on fencing around Super Slide. May split booth space and have dual location at Super Slide (10 by 10) and in Sponsor Zone (10 by 10)</p> <p><b>Car Show Sponsor: Car Dealer</b> Entry to Car Show will be branded with your banners.</p> <p><b>Car Show Sponsor: Non - Dealer</b> Entry to Car Show will be branded with your banners.</p> <p><i>Customized Sponsorships Available</i></p>	<p><b>Game Booth Sponsor</b> Includes a giant Jenga or Tic Tac Toe so your booth is the center of fun!</p> <p><i>Customized Sponsorships Available</i></p>	<p>Located in Sponsor Zone</p>