



# DOWNTOWN SANTA BARBARA

## Sponsorship Deck 2016-2017

On behalf of Downtown Santa Barbara, we invite you to join us as a sponsor of our annual signature events, including the *Downtown Santa Barbara Holiday Parade, 1st Thursday*, our *50<sup>th</sup> Anniversary Gala* and, back by popular demand, the *Downtown LIVE Art & Wine Tour*.

Thank you for your interest and support.

Please help us celebrate the best of Downtown Santa Barbara!



# 64<sup>th</sup> ANNUAL DOWNTOWN SANTA BARBARA HOLIDAY PARADE

Friday, December 2, 2016

More than **65,000 spectators** line State Street in Downtown Santa Barbara each year, in anticipation of Santa Barbara's only nighttime parade, the **64<sup>th</sup> Annual Downtown Santa Barbara Holiday Parade**.

Officially kicking off the holiday season, this signature Downtown Santa Barbara event brings a colossal contingent of high-stepping marching bands, fabulous holiday-themed floats, spectacular performance groups, local personalities and a celebrity Grand Marshal. The Holiday Prince & Fairy, selected from winning artwork best capturing the parade theme, lead the parade and light the large community Christmas tree on their way.

This beloved local parade offers sponsors strong regional media participation and promotional support, before, during and following the Downtown Santa Barbara Holiday Parade.



## SPONSORSHIP BENEFITS

### \$20,000 Presenting Sponsor (One Available, Cash Only)

- Exclusive recognition  
("The 2016 Downtown Santa Barbara Holiday Parade Presented by \_\_\_\_")
- Sponsorship category exclusivity
- Choice of Professional Float OR Corporate Hospitality Tent
- VIP placement in line-up at start of Parade
- Premier logo placement and "Presented by..." mention on all event-controlled print and radio advertising
- Premier logo placement and "Presented by..." on all event-controlled promotions and parade marketing collateral including website, social media, e-blasts, posters, brochures, press releases, and parade volunteer shirts
- Company logo on 6'x3' parade banner provided by Downtown Santa Barbara
- Company name broadcast by parade announcers
- Company representative to judge Parade entries
- Present a charity toy drive benefitting the local charity of your choice as part of the Holiday 1<sup>st</sup> Thursday Float Preview Party on December 1<sup>st</sup> Includes logo placement on materials associated with the toy drive

### \$7,500 Corporate Hospitality Tent Sponsor (Cash Only)

- Exclusive opportunity to brand corporate hospitality tent on site with mutually-agreed sponsor provided signage
- One (1) 10'x20' VIP hospitality tent along the parade route with food and beverage for up to 30 people, as well as a private restroom
- Logo placement and mention on all event-controlled print and radio advertising
- Logo placement on all event-controlled promotions and parade marketing collateral including website, social media, e-blasts, posters, brochures, press releases, and parade volunteer shirts
- Company name broadcast by parade announcers

### **\$7,500 Professional Float Sponsor (Cash Only)**

- Select custom/branded float design (first-come, first-serve basis)
- VIP placement in parade line-up
- Logo placement and mention on all event-controlled print and radio advertising
- Logo placement on all event-controlled promotions and parade marketing collateral including website, social media, e-blasts, posters, brochures, press releases, and parade volunteer shirts
- Company logo on 6'x3' parade banner provided by Downtown Santa Barbara
- Company name broadcast by parade announcers
- Presence at Holiday *1st Thursday* Float Preview Party at CAW for charity Toy Drive

### **\$5,000 Silver Sponsor (Cash or Trade)**

- Logo placement and mention on all event-controlled print and radio advertising
- Logo placement on all event-controlled promotions and parade marketing collateral including website, social media, e-blasts, posters, brochures, press releases, and parade volunteer shirts
- Company name broadcast by parade announcers
- VIP placement for sponsor-provided parade entry
- Presence at Holiday *1st Thursday* Float Preview Party at CAW for charity Toy Drive

### **\$2,000- \$4,000 Balloon Sponsor (Cash Only)**

- Choice of 10'-20' helium or inflatable balloon (Illuminated models available)
- Logo placement on all event-controlled promotions including website, social media, e-blasts, posters, brochures, press releases, and parade volunteer shirts
- Logo placement on all event-controlled print advertising
- Company logo on 6'x3' parade banner provided by Downtown Santa Barbara
- Company name broadcast by parade announcers
- Ability to brand your parade entry

### **\$1,000 Sampling Sponsor (Cash or Trade)**

- Exclusive product sampling & distribution from 5-8 pm by roving street team throughout parade route
- One parking space near event for staging purposes
- Company name broadcast by parade announcers
- Exclusive on-site branding and sampling, by category



# 1<sup>ST</sup> THURSDAY SERIES

January-December 2017 (12 events total)

Downtown Santa Barbara comes alive the first Thursday of each month, with the award-winning art walk event series, *1<sup>st</sup> Thursday*. Passports in hand, art-lovers of all types meander on a self-guided tour of galleries, shops, museums, even restaurants, all staying open a bit later with cultural experiences and artistic talent to enhance the evening. Now in its ninth year, *1<sup>st</sup> Thursday* is as strong as ever, celebrating the vitality of Downtown Santa Barbara with an ever-changing event full of diversity, culture and great times. With between 20-40 participating businesses and an audience estimated at 800-1,000 attendees each month, *1<sup>st</sup> Thursday* offers sponsors year-round or monthly exposure, as well as business-to-business networking. The *1<sup>st</sup> Thursday Passport*, used as a guide by attendees, is an attractive “roadmap” loaded with visuals and information about each venue’s exhibition or activities. This *1<sup>st</sup> Thursday* Passport serves as a primary fulfillment piece for our sponsors and venue participants, with more than 14,500 printed Passports broadly distributed throughout the year. *1<sup>st</sup> Thursday* is promoted through strong media and advertising partnerships throughout the community, as well as by the participants themselves each month.

Heating up (and extending) the evening is the newly created *1<sup>st</sup> Thursday: After Hours*, in partnership with the Historic Theatre District. Alternating between the Lobero Theatre, the Granada Theatre, the Arlington, the New Vic, and other select venues, *1<sup>st</sup> Thursday: After Hours* offers exciting new ways to access Downtown Santa Barbara’s performing arts after dark.

## SPONSORSHIP BENEFITS

### \$12,000 Presenting Sponsor (One Available, Cash Only)

- Exclusive recognition (“2016 *1st Thursday* Presented by \_\_\_\_”)
- Sponsorship category exclusivity
- Presenting Sponsor placement on the Passport, year round
- Full panel ad in Passport, year round (14,500 printed annually)
- Premier logo placement and “Presented by...” mention on all event-controlled print and radio advertising
- Premier logo placement and “Presented by...” on all event-controlled promotions and marketing collateral including website, social media, e-blasts, posters, brochures, and press releases
- Exclusive recognition as Presenting Sponsor on each participating venue sign
- Premier logo recognition in monthly e-newsletter associated with *1st Thursday* feature story

*\*Note: All sponsor offerings are priced for annual commitments.*

*Monthly sponsorships can be negotiated on a case-by-case basis, and may not be available due to deadlines.*





### \$2,500 Supporting Sponsor (Cash or Trade)

- Supporting Sponsor logo recognition on the Passport, year round
- Half panel ad in Passport, year round
- Supporting Sponsor logo recognition on all event-controlled print and radio advertising and promotion
- Supporting Sponsor logo recognition in all promotions including brochures, posters, social media, e-blasts, website and press releases
- Name mention in monthly e-newsletter associated with *1<sup>st</sup> Thursday* feature story

### \$1,000 Sampling Sponsor (Cash or Trade)

- Exclusive product sampling and distribution from 5-8 pm by roving street team throughout the downtown district
- One parking space near event for staging purposes
- Exclusive on-site branding and sampling, by category



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## DOWNTOWN LIVE ART & WINE TOUR

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Thursday, May 25, 2017

We officially brought back the Downtown Art & Wine Tour in 2016 with a new re-energized feel, with live art at our various venues. The *Downtown LIVE Art & Wine Tour* is a popular fundraiser that features a dozen local venues hosting cultural events, with tour participants enjoying an amazing food & wine sampling experience throughout Downtown Santa Barbara. This original “artwalk with wine” event has brought art, food and wine lovers together for more than a decade, with an amazing After Party that brings all patrons and sponsors together at the end of the evening. Local tasting rooms are paired with downtown businesses and local cultural or musical talent designed to entertain and showcase the vitality that is Downtown Santa Barbara. With more than 36 participating businesses and an exclusive audience estimated at more than 300, the *Downtown LIVE Art & Wine Tour* offers sponsors exposure as well as strong business-to-business networking and exposure.

### SPONSORSHIP BENEFITS



#### **\$7,500 Presenting Sponsor (One Available, Cash Only)**

- Exclusive recognition (“The 2016 Downtown LIVE Art & Wine Tour Presented by \_\_\_\_”)
- Exclusive logo placement on all commemorative wine glasses (450 glasses)
- Reserved VIP table for ten people at After Party with complimentary beverages & private server
- Verbal recognition at After Party
- Premier logo placement and “Presented by...” mention on all event-controlled print and radio advertising
- Premier logo placement and “Presented by...” on all event-controlled promotions and marketing collateral including website, social media, e-blasts, posters, brochures, press releases and event-day signage
- Exclusive logo recognition as Presenting Sponsor on sign at each participating venue and on the tour map given to all participants at check-in
- Ten (10) tickets to the Downtown LIVE Art & Wine Tour
- Six (6) VIP parking passes
- Exclusive opportunity to host and invite your guests and VIPs to be present at the sponsor preview of the silent auction and Final Party (location to be determined)

### **\$2,500 Cabernet Sponsor (Cash or Trade)**

- Logo placement in all event-controlled print and radio advertising
- Logo placement on all promotions and event-controlled marketing collateral including website, social media, e-blasts, posters, brochures, press releases and event-day signage
- Logo placement on tour map provided to participants at all locations
- Eight (8) tickets to the Downtown LIVE Art & Wine Tour
- Five (5) VIP parking passes
- Exclusive opportunity to be present at the sponsor preview of the silent auction and Final Party (location to be determined)



### **\$1,000 Sampling Sponsor (Cash or Trade)**

- Exclusive product sampling and distribution from 5-10 pm by roving street team throughout event site
- Logo placement on tour map provided to participants at all locations
- One parking space near event for staging purposes
- Exclusive on-site branding and sampling, by category

### **\$750 Chardonnay Sponsor (Cash Only)**

- Name recognition on social media, e-blasts, and sponsor recognition at event
- Name recognition on tour map provided to participants at all locations
- Six (6) tickets to the Downtown LIVE Art & Wine Tour
- Two (2) VIP parking passes

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## 50th ANNIVERSARY GALA

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Wednesday, April 12, 2017



The Downtown Organization of Santa Barbara was created as a membership organization in 1967 to protect and promote the downtown core, and fifty years later, our legacy of leadership and advocacy endures. We will be celebrating five decades of change and leadership for our community in April 2017, as Honorary Co-Chairs Mayor Helene Schneider and Roger Durling help us kick-off and celebrate our history and successes at the Downtown Santa Barbara 50th Anniversary Gala at the Fess Parker Doubletree Resort.

Stories and legends from the last fifty years, along with a celebration of all the Citizens of the Year throughout our history, will be a special part of this evening's program. Help ensure this once-in-a-lifetime 50th Anniversary Gala includes your company, by considering one of the special sponsorship levels associated with this commemorative celebration for Downtown Santa Barbara.

### SPONSORSHIP BENEFITS

#### **\$10,000 Presenting Sponsor (One Available, Cash Only)**

- Exclusive recognition ("50th Anniversary Gala Presented by \_\_\_\_")
- Two tables for 10 guests each with premium table placement next to the stage
- Table signage
- Exclusive opportunity to interact with guests within designated event area
- Premier logo placement and "Presented by..." mention on all event-controlled print and radio advertising
- Premier logo placement and "Presented by..." on all event-controlled promotions and marketing collateral including website, social media, e-blasts, press releases and event-day signage and program
- Full page ad in the program
- An opportunity to address attendees from the stage

#### **\$6,000 Honor Wall Sponsor (One Available)**

- Exclusive naming opportunity of the Honor Wall displayed during the event that includes a historical display and stories about our Citizens and Vounteers of the Year
- One table for ten guests with prime table placement and table signage
- Logo placement and company mention on all event-controlled print and radio advertising in reference to the Honor Wall
- Logo placement on all event-controlled promotions and marketing collateral including website, social media, e-blasts, press releases and event-day signage, program, and commemorative video
- Full page ad in the program
- Verbal recognition from the stage

### \$4,500 Gold Sponsor (Cash or Trade)

- One table for ten guests with prime table placement and table signage
- Logo placement and company mention on all event-controlled print and radio advertising
- Logo placement on all event-controlled promotions and marketing collateral including website, social media, e-blasts, press releases and event-day signage, program, and commemorative video
- Full page ad in the program
- Verbal recognition from the stage

### \$3,000 Silver Sponsor (Cash Only)

- One table for eight guests
- Includes table signage with exclusive naming rights and logo for your Business/Organization or Citizen of the Year you are honoring
  - > Generic Table Sponsorship: Displayed Business/Organization logo
  - > “2015 Citizen of the Year Presented by [Business/Organization logo]”
  - > “1998 Citizen of the Year Presented by [Individual Donor]”
- Name recognition on all event-controlled promotions and marketing collateral including website, social media, e-blasts, press releases and event-day signage, program, and commemorative video

### \$2,000 Table Sponsor (Cash Only)

- One table for eight guests
- Includes table signage with exclusive naming rights and logo for your Business/Organization or Citizen of the Year you are honoring
  - > Generic Table Sponsorship: Displayed Business/Organization logo
  - > “2015 Citizen of the Year Presented by [Business/Organization logo]”
  - > “1998 Citizen of the Year Presented by [Individual Donor]”
- Name recognition in program

