

1st Thursday

Participation Benefits

1st Thursday was started by Downtown Santa Barbara (DSB) in February 2007 and has since significantly grown in popularity and visibility in the community and beyond. *1st Thursday* offers locals and visitors the opportunity to tour downtown galleries and art venues for free in a relaxed and social environment on the first Thursday evening of each month. In addition to the exhibits, performances and programs at the various venues, DSB enhances the evening's experience with live, interactive, educational and seasonal presentations outdoors, along State Street, giving *1st Thursday* goers added entertainment while strolling between the various venues.



As a participant* in *1st Thursday* your organization receives many benefits provided and coordinated by DSB. These benefits currently include:

Marketing and Advertising

Monthly

- Your name, address, website, current event description and featured event photo included in 1,200-1,600 professionally designed and printed Passport brochures
 - Your venue noted by number or letter on the map inside the Passport and in printed advertising for *1st Thursday*-goers to easily find your venue.
 - Passports on display and distributed at more than 50 participating venues, hotels, the Visitors Center, Downtown Santa Barbara office, and on MTD downtown electric shuttles
 - Your name, address, website, current event description and featured event photo included on the *1st Thursday* website with downloadable Passport at <http://www.downtownsb.org/events/1st-thursday> (averaging 3,500 page views per month)
- Your name, address, website, current event description and featured event photo description included in a half page/full color *1st Thursday* ad in *SB Independent* (40,000 distribution) and a full page/full color ad in *Voice Magazine* (25,000 distribution).
- Efforts to reach out to the community through various social media platforms including DSB's Facebook and Instagram, as well as those of most participants.

On Going

- *1st Thursday* included on the DSB Home Page under the Events drop down menu (averaging 28,500 hits per month)
- *1st Thursday* included on the Event Calendar on the DSB website (averaging 3,500 hits per month)
- *1st Thursday* included on the DSB Calendar of Events in a monthly online newsletter (averaging 1,300 hits per month)

Administrative

- Opportunity to obtain a Special One Day Event Permit* endorsed by DSB, to serve wine and/or beer during *1st Thursday*
- Event coordination of deadlines, descriptions and forms by DSB staff
- Production and distribution of all marketing and promotional material by DSB staff
- Event and marketing assistance available by DSB staff
- *1st Thursday Destination* signage provided by DSB staff
- *1st Thursday* info via phone, in person or email
- Participants' right to use current *1st Thursday* logo and name in marketing and advertising

Additional

- DSB provides 2-4 additional monthly activities and performances to enhance the evening's experience with live music, interactive activities and performances outside, along State Street
- DSB continues to support the *1st Thursday* program with funds and staff to enhance the Cultural Arts District and encourage both locals and visitors to come downtown and experience everything Downtown Santa Barbara has to offer

Annual Commitment Benefits

- Option for discounted participation fees
- Option for bi-annual payment plan (payments in January and July)
- Listing in additional *1st Thursday* advertising (where applicable)

Cover Sponsorship Opportunities

- As a *1st Thursday* participant, you have the opportunity to purchase the passport cover. Purchasing the cover is an additional \$300.00 per month and will be on a first come, first served basis.
 - Image of choice, credits and venue name will be on the *1st Thursday* passport cover (4,500 distributed)
 - Published in the *Santa Barbara Independent* ad and in *Voice Magazine* (65,000 distributed)

***Note:**

***1st Thursday* participation is limited to DSB members in good standing. All dues, fees and assessments must be paid in full before a venue may participate.**

Downtown Santa Barbara meets all requirements and is qualified by the California Department of Alcoholic Beverage Control. Venues interested in applying for a Special One Day Event Permit must do so through DSB, must follow the rules outlined by the DSB and be approved by the Santa Barbara Police Department. A **physical permit is required to serve alcohol on *1st Thursday*.*

1st Thursday 2017 Participation Agreement

Venue/Business: _____

Contact: _____ Title: _____

Address: _____ Zip: _____

Mailing Address (if different than above): _____ Zip: _____

Business Phone: _____ Ext.: _____

Email: _____

Website: _____



TERM:

___ **ANNUAL Participant (\$900/year):** By checking here, you are committing your venue to the 2017 season of *1st Thursday* (January-December 2017).

___ **6 MONTHS Participant (\$600/year):** By checking here, you are committing your venue to SIX months of the 2017 season. Please email Jenna@DowntownSB.org with the 6 months of your choice at your earliest convenience. (*Participation any additional months will be invoiced for \$150*)

___ **3 MONTHS Participant (\$400/year):** By checking this box, you are committing your venue to THREE months of the 2017 season. Please email Jenna@DowntownSB.org with the 3 months of your choice at your earliest convenience. (*Participation any additional months will be invoiced for \$150*)

___ **MONTHLY Participant (\$150/month):** By checking this box you are agreeing to participate in *1st Thursday* for the month of: _____

CONTRACT AND PAYMENT MUST BE SUBMITTED TO JENNA PRIOR TO PARTICIPATION

I agree to the following by initializing each:

- _____ Keeping your venue open a minimum of 5-8:00pm on *1st Thursdays* that apply to the above term(s).
- _____ Internal marketing of the event, including using your mailing/email list, your website, social media and any in-store promotions.
- _____ Provide Downtown Santa Barbara (DSB) with a description of the programming you have scheduled for your venue **according to the attached deadlines** of that particular *1st Thursday* event.
- _____ Provide Downtown Santa Barbara with JPEGs of art you would like us to use in our marketing **according to the attached deadlines** of that particular *1st Thursday* event.
- _____ Provide placement of current *1st Thursday* participation poster, as dictated by DSB staff, in a visible location.
- _____ **A permit is required to serve alcohol on *1st Thursday*.** Venues interested in applying for a Special One Day Event Permit must do so through DSB. You will be responsible for the \$30 fee. You must submit your application to DSB according to the attached deadlines. **Please make your check out to “Downtown Santa Barbara” for \$30 (may be combined with participation fee)**
- _____ **Serving homemade food/appetizers is not permitted during the event** unless you secure the proper catering permits. Only sealed and packaged items are allowed otherwise. Failure to comply with health department regulations will jeopardize future *1st Thursday* participation.
- _____ **You are required to have some kind of cultural attraction taking place on the *1st Thursday* you have signed up for. This might be an art opening, a speaker, live music, a live artist demonstration, etc.**

Signature: _____ Date: _____

1st Thursday Monthly Theme Concepts

In an effort to help create some direction for future *1st Thursday* events, we would like to present the option to have each venue theme their featured artist and activities around the themes listed below. This is optional and participating venues are still welcome to feature artists and activities that do not relate to the themes listed below. Please feel free to contact DSB staff for clarification or suggestions!

- **January 5th** – “Inspire Me!” For 2017
- **February 2nd** - Love/Romance
- **March 2nd** – MOVEMENT!
- **April 6th** - Celebrating History
- **May 4th** – Transportation/CycleMAYnia
- **June 1st** – The Good ol’ Summertime
- **July 6th** - Jump Start “Anti-Boredom” Month
- **August 3rd** - Fiesta (Old Spanish Days)
- **September 7th** - Discover a New Passion
- **October 5th** – Cuisine, Libations & Wellness
- **November 2nd** – Giving Back (Partner with non-profits)
- **December 7th** - Happy Holidays – Theme TBD

1st Thursday Deadlines

<u>Date of 1st Thursday</u>	<u>Deadline to send description of programming, high resolution JPEG image, original signed alcohol (ABC) license, and pay your fee</u>
January 5, 2017	Monday, December 12, 2016
February 2, 2017	Monday, January 9, 2017
March 2, 2017	Monday, February 6, 2017
April 6, 2017	Monday, March 6, 2017
May 4, 2017	Monday, April 10, 2017
June 1, 2017	Monday, June 8, 2017
July 6, 2017	Monday, June 5, 2017
August 3, 2017	Monday, July 10, 2017
September 7, 2017	Monday, August 7, 2017
October 5, 2017	Monday, September 11, 2017
November 2, 2017	Monday, October 9, 2017
December 7, 2017	Monday, November 6, 2017

For more information, contact:

Cassidy Brewer, Marketing & Events Manager
Cassidy@DowntownSB.org or 805-962-2098 ext. 804

Jenna Raimist, Events Coordinator
Jenna@DowntownSB.org or 805-962-2098 ext. 805

Return to:

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