

# *1<sup>st</sup> Thursday*

## Presented by Montecito Bank & Trust

### Participation Benefits

*1<sup>st</sup> 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. *1<sup>st</sup> 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 *1<sup>st</sup> Thursday*-goers added entertainment while strolling between the various venues.



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

### Marketing and Advertising

#### Monthly

- Your name, address, current event description and featured event photo included in 1,200-1,800 professionally designed and printed Passport brochures
  - Your venue noted by number on the map inside the Passport and in printed advertising for *1<sup>st</sup> 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 *1<sup>st</sup> Thursday* website with downloadable Passport at <http://www.downtownsb.org/events/1st-thursday> (averaging 3,500 page views per month)
- Your name, address, and current event description included in a half page/full color *1<sup>st</sup> Thursday* ad in *Santa Barbara 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.
- *1<sup>st</sup> Thursday* included on the Event Calendar on the DSB website (averaging 3,500 hits per month)
- *1<sup>st</sup> 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 alcohol during *1<sup>st</sup> 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
- *1<sup>st</sup> Thursday Destination* signage provided by DSB staff
- *1<sup>st</sup> Thursday* info via phone, in person or email
- Participants' right to use current *1<sup>st</sup> Thursday* logo and name in marketing and advertising

#### Additional

- DSB provides 1-4 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 *1<sup>st</sup> 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)

### **Passport Cover Opportunities**

- As a *1<sup>st</sup> 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 *1<sup>st</sup> Thursday* passport cover (1,200-1,800 distributed)

### **\*Note:**

*1<sup>st</sup> 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 *1<sup>st</sup> Thursday*.**

# 1<sup>st</sup> Thursday 2018 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 2018 season of *1<sup>st</sup> Thursday* (January-December 2018).

    **6 MONTHS Participant (\$600/year):** By checking here, you are committing your venue to SIX months of the 2018 season. Please email [Jenna@DowntownSB.org](mailto: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 2018 season. Please email [Jenna@DowntownSB.org](mailto: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 *1<sup>st</sup> 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 5-8:00 pm on *1<sup>st</sup> 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 *1<sup>st</sup> 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 *1<sup>st</sup> Thursday* event.
- Provide placement of current *1<sup>st</sup> Thursday* participation poster, as dictated by DSB staff, in a visible location.
- A permit is required to serve alcohol on *1<sup>st</sup> 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 *1<sup>st</sup> Thursday* participation.
- You are required to have some kind of artistic or cultural attraction taking place on the *1<sup>st</sup> Thursday* you have signed up for. This might be an art opening, a speaker, live music, a live artist demonstration, etc.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## *1<sup>st</sup> Thursday Deadlines*

| <b><u>Date of 1<sup>st</sup> Thursday</u></b> | <b><u>Deadline to send description of programming, high resolution JPEG image, original signed alcohol (ABC) license, and pay your fee</u></b> |
|---|--|
| January 4, 2018                               | Wednesday, December 13, 2017   |
| February 1, 2018                              | Monday, January 8, 2018  |
| March 1, 2018                                 | Monday, February 5, 2018   |
| April 5, 2018                                 | Friday, March 9, 2018  |
| May 3, 2018                                   | Monday, April 9, 2018  |
| June 7, 2018                                  | Friday, May 11, 2018   |
| July 5, 2018                                  | Friday, June 8, 2018   |
| August 2, 2018                                | Monday, July 9, 2018   |
| September 6, 2018                             | Friday, August 10, 2018  |
| October 4, 2018                               | Monday, September 10, 2018   |
| November 1, 2018                              | Monday, October 8, 2018  |
| December 6, 2018                              | Friday, November 9, 2018   |

For more information, contact:

**Jenna Raimist, Marketing & Events Manager**  
[Jenna@DowntownSB.org](mailto:Jenna@DowntownSB.org) or 805-962-2098 ext. 805

*Return to:*

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