



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, 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 *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, and current event description included in a half page/full color *1st 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.
- *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 alcohol 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 1-4 additional monthly activities and performances to enhance the evening's experience with live music, interactive activities and performances outside, along State Street



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- 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)

Passport Cover 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 (1,200-1,800 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

2019 Participation Agreement

Venue/Business: _____

Contact: _____ Title: _____

Address: _____ Zip: _____

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

Phone: _____ Email: _____

Website: _____



TERM:

ANNUAL Participant (\$900/year): By checking here, you are committing your venue to the FULL 2019 season of *1st Thursday* (January-December 2019, 11 months total – no July).

6 MONTHS Participant (\$600/year): By checking here, you are committing your venue to SIX months of the 2019 season. Please email April@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 2019 season. Please email April@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 APRIL PRIOR TO PARTICIPATION

I agree to the following by initializing each:

- _____ Venue **must** remain open a minimum of 5:00-8:00 pm 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 \$50 fee. You must submit your application to DSB according to the attached deadlines. **Please make your check out to “Downtown Santa Barbara” for \$50 (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 artistic or 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: _____



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1st Thursday Hold Harmless Waiver

The undersigned is aware and understands that event participation carries certain risks of injury and harm to the person and property of the participants and voluntarily assumes such risks arising out of or connected with participation in any of Downtown Santa Barbara's *1st Thursday* events.



The undersigned hereby releases Downtown Santa Barbara, its employees, agents, contractors, associates, directors and/or officers, their heirs, executors and/or administrators of their estates, and any and all other persons and associations of said Santa Barbara Downtown Organization, its directors and officers, employees, and agents from any and all liability of every nature, known or unknown, from all claims and causes of action that may result by reason of injury to the undersigned which has been sustained, and from any and all damages to property belonging to the undersigned that may result because of his or her participation in *1st Thursday*.

The undersigned also agrees to indemnify and hold harmless Downtown Santa Barbara from any and all claims and demands for injury and/or damage to property or persons (including any costs and/or fees incurred to defend against any such claims or demands) including, but not limited to, event participants at their venue.

The business owner must sign this form. Only one Hold Harmless Waiver Form is needed per business, per calendar year in order to participate in any or all *1st Thursday* events taking place that calendar year.

Business Name:

Business Owner Signature:

Business Owner Print Name:

Date:



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 3, 2019 | Friday, December 14, 2018 |
| February 7, 2019 | Monday, January 7, 2019 |
| March 7, 2019 | Monday, February 4, 2019 |
| April 4, 2019 | Friday, March 8, 2019 |
| May 2, 2019 | Monday, April 8, 2019 |
| June 6, 2019 | Monday, May 6, 2019 |
| NO July | NONE |
| August 1, 2019 | Monday, July 8, 2019 |
| September 5, 2019 | Monday, August 5, 2019 |
| October 3, 2019 | Monday, September 9, 2019 |
| November 7, 2019 | Monday, October 7, 2019 |
| December 5, 2019 | Friday, November 8, 2019 |

For more information, contact:

April Lee, Marketing & Events Manager
April@DowntownSB.org or 805-962-2098 ext. 803

Return to:

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