

STAGE SPONSORSHIP INFORMATION



Escondido Street Festival

Grand Avenue, Historic Downtown Escondido
Sunday, May 21, 2023 - 10am-6pm

REASONS TO BE A SPONSOR

Sponsors are imperative in the funding of various elements of this community event. Your sponsorship will allow for bigger name entertainment and higher quality sound and stage equipment, etc., leading to increased attendance and exposure for you. Thank you, in advance, for your time and consideration.

- Brand awareness & exposure to an estimated 60,000+ attendees
- Improve public perception of your business and increase your reputation for success
- Increase sales for your business to a relevant North County and SoCal target audience
- Support of our local Non-Profit 501(c)6, Escondido Downtown Business Association, for the marketing, support, and preservation of the 130 year old Historic Downtown Business District.

EVENT HISTORY

Since 1989, the Escondido Street Festival has had many names but brought thousands of people to our beautiful historic downtown. In May of 2022, under new ownership by the Escondido Downtown Business Association and with the help of a music grant, improvements were made to increase marketing, add quality professional live music, stage, sound and beer and wine gardens. The result of these changes brought a 75% increase in vendors. According to city calculated cell phone data, last year's festival brought approximately 60,000 people, doubling the prior year's attendance. In fact, the May 2022 Escondido Street Festival was the biggest event in the City of Escondido in the last 5 years!

We invite you to **click the icons below** for more information on our website and social media!



Please contact Alex MacLachlan at (760) 207-6321 or amaclachlan1@gmail.com to answer any questions.

ESCONDIDO STREET FESTIVAL

EVENT STAGE SPONSORSHIP OPPORTUNITIES



TITLE \$10,000	DIAMOND \$5,000	PLATINUM \$2,500	GOLD \$2,000	SILVER \$1,000	BRONZE \$500
PREMIER SPONSOR	PREMIUM EVENT	ART IN THE GARDEN	COMMUNITY STAGE	MAIN STAGE	KIDS ZONE

- * Size of logo and placement commensurate with sponsorship level.
- * Sponsor logos on printed marketing materials based on timely receipt of sponsorship form and payment.
- * Booth space is standard 12'x 10' information/retail booth with no electricity.

PRE-EVENT						
Logo on Event Website*	X	X	X	X	X	X
Logo on Facebook, Instagram*	X	X	X	X	X	X
Logo on Event Posters/Postcards*	X	X	X	X	X	X
Active link on website	X	X				
Ongoing marketing campaign	X	X				
EVENT DAY						
On stage shout out from Emcee	X	X	X	X	X	
Booth Space Standard 12'x10'*	X	X	Heritage Park Gazebo	X		
Exclusive Table Top Signage	X	X				
Stage Backdrop Banner	X	X				
Stage Marquee Banner	X	X		X		
Stage Skirting Banner	X		X			
Beer Garden Entry Banner		X				
Heritage Park Gazebo Banner					X	
Banner on Kids Attraction						X

BENEFITS OF SPONSORSHIP

WEBSITE & SOCIAL MEDIA: Event Sponsors are promoted on our website, Facebook and Instagram, etc.

PRINT ADVERTISING: Sponsor logos are included on thousands of event postcards and hundreds of posters and distributed to local business in Escondido and adjacent towns.

ONLINE NEWS: Numerous online news and magazine venues, plus various newsletter blasts.

PRESS RELEASE: Press release event exposure in local newspapers leading up to the festival

CROSS PROMOTION: Festival vendors have their own followers and advertise their participation in the festival via social and print media. This marketing leads to increased attendance and additional exposure for sponsors of this festival.

STAGE SPONSOR REGISTRATION

ESCONDIDO STREET FESTIVAL

Downtown Escondido
Sunday, May 21, 2023
10am-6pm

Please select:

TITLE	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
\$10,000	\$5,000	\$2,500	\$2,000	\$1,000	\$500
PREMIER SPONSOR	PREMIUM EVENT	ART IN THE GARDEN	COMMUNITY STAGE	MAIN STAGE	KIDS ZONE

Company: _____

Contact Name: _____ Email _____

Phone: () _____ Mobile: () _____

Address: _____

City: _____ State: _____ Zip: _____

Payment Information:

Check # _____

Credit Card

If you wish to pay by credit card, please call our office at (760) 207-6321 to give your credit card information.

Vendor Space:

Yes

No

(Electricity not included, nor available at all locations.)

Special Instructions: _____

Please email your completed application, and high resolution (jpg or png) logo to: cmaclachlan1@gmail.com

Please contact Alex MacLachlan at (760) 207-6321 or amaclachlan1@gmail.com to answer any questions.

The Escondido Street Festival is presented by the Escondido Downtown Business Association, a Non-Profit 501(c)6 for the marketing, support, and preservation of the 130 year old Historic Downtown Business District.
DBA, Escondido Street Festival, 243 S. Escondido Blvd, #701, Escondido, CA 92025
www.downtownescondido.com/events (760) 207-6321