

# STAGE SPONSORSHIP



## Grand Avenue Festival

Historic Downtown Escondido | Sunday, October 15, 2023 | 9am-5pm

## 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. We thank you, in advance, for your time and consideration.

- Brand awareness & exposure to an estimated 30,000+ 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.

## 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 news blasts.

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

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

## EVENT HISTORY

Since 1989, the Grand Avenue Festival has brought thousands of people to our beautiful historic downtown. In 2022, under management by the Escondido Downtown Business Association, improvements were made to increase marketing, add quality live music, stage, sound and beer and wine gardens. The result of these changes brought a 75% increase in vendors. The Spring 2022 Escondido Street Festival was the most highly attended 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](mailto:amaclachlan1@gmail.com) to answer any questions.

OCTOBER 15, 2023

GRAND AVENUE FESTIVAL

# EVENT SPONSORSHIP OPPORTUNITIES

GRAND	PLATINUM	DIAMOND	GOLD	BRONZE	SILVER	ARTS	FUN
\$10,000	\$5,000	\$1,500	\$750	\$100	\$2,000	\$2,000	\$500
BOTH STAGES @ BROADWAY & MAPLE ST PLAZA	MAIN STAGE @ BROADWAY	COMMUNITY STAGE @ MAPLE ST PLAZA			ART IN THE GARDEN @ JUNIPER	KIDS ZONE TBD	

**PRE-EVENT**

Logo on Website*	X	X	X	X	X	X	X
Logo on Social Media FB & IG*	X	X	X	X	X	X	X
Logo on Event Posters & Postcards*	X	X	X	X	X	X	X
Ongoing marketing campaign	X	X	X	X	X	X	X
Active link from our website to yours	X	X	X	X	X	X	X

**EVENT DAY**

Banner Placement	Banners on Main Stage & Community Stage	Banner on Main Stage Skirting	Banner on Main Stage Fence	Name listed on Community Banner at Maple St Plaza	Banner on Heritage Park Gazebo Stage Marquee at Juniper	Banner at Kids Zone
On stage shout out	X	X	X	X	X	
Booth Space 12'x10'*	X 2	X 1	X 1	X 1	X	
Exclusive Table Top Signage	Main & Community Stages	X	X			



\* 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

# STAGE SPONSOR REGISTRATION

## GRAND AVENUE FESTIVAL

Downtown Escondido  
Sunday, October 15, 2023  
9am-5pm

Please select:



GRAND
\$10,000
BOTH STAGES

PLATINUM	DIAMOND	GOLD
\$5,000	\$1,500	\$750
MAIN STAGE		

SILVER	BRONZE
\$2,000	\$100
COMMUNITY STAGE	

ARTS
\$2,000
ART IN THE GARDEN

FUN
\$500
KIDS ZONE

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email \_\_\_\_\_

Phone: (     ) \_\_\_\_\_ Mobile: (     ) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### Payment Information:



Check # \_\_\_\_\_



Credit Card

If paying by credit card, please call our office at (760) 207-6321 to provide credit card information.

Banner Size (Height X Width): \_\_\_\_\_ x \_\_\_\_\_

Vendor Space:



Yes



No

(Note: Electricity not available at all locations.)

Notes: \_\_\_\_\_

Please email your completed application, and high resolution (jpg or png) logo to: [maclachlan1@gmail.com](mailto:maclachlan1@gmail.com)

Please contact Alex MacLachlan at (760) 207-6321 or [maclachlan1@gmail.com](mailto:maclachlan1@gmail.com) to answer any questions.



The Grand Avenue 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.  
Downtown Business Association, 243 S. Escondido Blvd, #701, Escondido, CA 92025

[www.downtownescondido.com/events](http://www.downtownescondido.com/events) (760) 207-6321

