

# STAGE SPONSORSHIP INFORMATION



## Escondido Street Festival

Grand Avenue, Historic Downtown Escondido  
Sunday, May 19, 2024 - 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 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 Historic Downtown Business District since 1962.

## EVENT HISTORY

Since 1989, the Escondido Street Festival has had many names but brought thousands of people to our beautiful historic downtown. In 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 substantial increase in vendors. The Escondido Street Festival is consistently the largest event in the City of Escondido.

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.

# ESCONDIDO STREET FESTIVAL

## 2024 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 19, 2024  
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 provide credit card information.

Vendor Space:

Yes

No

(Electricity not included and not available at all locations.)

Special Instructions: \_\_\_\_\_

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

Please contact Alex MacLachlan at (760) 207-6321 or [amaclachlan1@gmail.com](mailto: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 Historic Downtown Business District since 1962.

DBA, Escondido Street Festival, 243 S. Escondido Blvd, #701, Escondido, CA 92025

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