

STAGE SPONSORSHIP



Grand Avenue Festival

Historic Downtown Escondido | Sunday, October 20, 2024 | 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. 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: Promotion on our website, Facebook and Instagram, etc.

PRINT ADVERTISING: Sponsor logo 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, magazine venues and 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 tens of 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 6 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.

GRAND AVENUE FESTIVAL

EVENT SPONSORSHIP OPPORTUNITIES

	GRAND \$10,000 BOTH STAGES @ BROADWAY & MAPLE ST PLAZA	DIAMOND \$5,000	PLATINUM \$1,500	GOLD \$750	SILVER \$2,000	ARTS \$2,000	FUN \$500
	MAIN STAGE @ BROADWAY				COMMUNITY STAGE	ART IN THE GARDEN @ JUNIPER	KIDS ZONE
PRE-EVENT							
Logo on Website*	X	X	X	X	X	X	X
Logo on Social Media FB & IG*	X	X	X	X	X	X	
Logo on Event Posters & Postcards*	X	X	X	X	X	X	
Ongoing marketing campaign	X	X	X	X	X	X	
Active link from our website to yours	X	X	X	X	X	X	
EVENT DAY							
Banner Placement	Banners on Main Stage & Community Stage	Banner on Main Stage Marquee	Banner on Main Stage Skirting	Banner on Main Stage Fence	Banner on Community Stage Skirting, PLUS Name on Community Banner	Banner on Heritage Park Gazebo Stage Marquee at Juniper	Banner at Kids Zone
On stage shout out	X	X	X		X		
Booth Space 12'x10'*	X 2	X 1			X 1		
Exclusive Table Top Signage	Main & Community Stages	X					

* Size of logo and placement commensurate with sponsorship level

* Sponsor banner to be provided by sponsor or designed by event for additional cost

* Inclusion of sponsor logos on printed marketing materials based on timely receipt of sponsorship form and payment

* Booth space is standard 12'x 10' unless negotiated otherwise.



STAGE SPONSOR REGISTRATION

GRAND AVENUE FESTIVAL

Downtown Escondido
Sunday, October 20, 2024
9am-5pm

Please select:



GRAND
\$10,000
BOTH STAGES

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

SILVER
\$2,000
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: cmaclachlan1@gmail.com

Please contact Alex MacLachlan at (760) 207-6321 or amaclachlan1@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 (760) 207-6321

