

The Rockridge District Association proudly presents...



OUT & ABOUT rockridge **2010**

SEPTEMBER 26 COLLEGE AVENUE FROM CLAREMONT TO MANILA

www.rockridgeoutandabout.com

Out & About Sponsorship Opportunities

The Rockridge District Association (RDA) invites College Avenue Merchants, Businesses and Community Sponsors to participate in the 4th annual **Rockridge Out & About**, a festival celebrating College Avenue, with almost one mile of College Avenue closed and transformed into a street festival.

What: **Rockridge Out & About**, a festival celebrating College Avenue

When: Sunday, September 26, 2010, 12pm. – 6 pm.

Where: College Avenue closed between Manila and Alcatraz Ave

Who: Rockridge District Association, a 501(c) 3 business improvement district (TIN #94-3399318)

Why: To promote Oakland's Rockridge businesses located on College Avenue

Event Description: College Avenue will transform into a street festival focusing on the retail merchants, businesses and services located on College Avenue. Last year's attendance was estimated at around 10,000.

Festival Highlights: Main Stage with Dance Bands, Chef Stage, Market Hall's Picnic in the Street, Artisan Alley, Gourmet Food & Beverage Booths, Kid's Activities

Festival Website: www.rockridgeoutandabout.com



About the Rockridge Business District

- Rockridge is one of Oakland's leading retail districts
- Rockridge's main thoroughfare, pedestrian friendly College Avenue, boasts over 80 restaurants, dozens of cafes, specialty food stores, independent upscale boutiques and galleries, and well-stocked bookstores.
- *Money Magazine* deemed Rockridge the top place to live in the USA.
- According to the last Census, the average median income of residents living within 1/2 mile of the Rockridge area was \$79,970, the median age was 37, and college attendance a whopping 84.1%.
- The Rockridge BART Station is located at the heart of the festival attracting visitors from all over the Bay Area. A transportation hub, Rockridge is easily accessible from Highway 24 and is located between Cal Berkeley and Downtown Oakland
- The event will appeal to the sophisticated and affluent residents living in Rockridge and surrounding neighborhoods.

Featured Festival Areas & Stages

- | | | |
|-----------------------------|--------------------|---------------------|
| ❖ Wellness Tent | ❖ Artisan Alley | ❖ Green Living Expo |
| ❖ Rockridge Home and Garden | ❖ Kid's Court | ❖ Chef Stage |
| | ❖ Rockridge Runway | ❖ Main Stage |

Sponsor a Festival Area or Stage

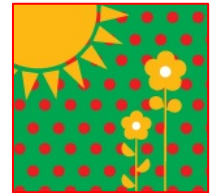
When you sign-up to be a *Festival Area Sponsor* your logo will appear in all advertising, which will include web, print, and radio advertising. You will also have a booth location centered in a high traffic zone within the Area or in another location of your choice. Festival Areas will be designated with banners with the sponsor's name and logo.

FESTIVAL AREA DESCRIPTIONS



Wellness Tent - The Wellness Tent will include a wide variety of inspiring and fun exhibitors featuring bodywork, nutritionist, yoga, acupuncture, chiropractic, and other progressive health industry partners. Rockridge is flush with businesses and people who want to help you reach your own personal wellness.

Green Living Expo - Green exhibitors are businesses and non-profits whose products and services include: Green building supplies, car-shares, eco-tourism and more. Brand your company as a leader in the “green” movement by sponsoring the *Green Living Expo*.



Rockridge Home & Garden - Home & Garden Area will transform College Avenue into an exhibit hall featuring the unique furniture, antiques, plants, home décor and more.



Main Stage – Alcatraz and College creates a perfect leafy location for the main music stage, which will feature performances by well-known Bay Area dance bands.

Chef Stage - This popular festival highlight will again showcase the fantastic restaurants and food purveyors of Rockridge. Chefs from these fine restaurants will give scheduled demonstrations and presentations throughout the day, sharing cooking tips, recipes, book signing, and networking.



Kid's Court - Located at the Rockridge BART station, activities will include interactive games, face painting, jugglers, vendors geared towards families and children. Thousands of Rockridge families will spend time in this area!

Artisan Alley- Rockridge Fine Arts galleries and juried fair of local artisans and their hand-crafted wares



Rockridge Runway - The *Rockridge Runway* is an à la carte fashion show highlighting the local clothing boutiques, accessory and shoe shops, children's clothing stores, salons, and spas.

Sponsorship Packages:

Festival Area Stages Sponsor \$10,000

- Company Name & Logo Sponsor Banner prominently displayed on Stage (sponsor supplied)
- Company Logo recognizing you as Stage Sponsor on all event collateral incl., posters, ads, banners, & press releases
- One Half page ad in East Bay Express Pullout (50,000k circulation) and day of event overrun
- Preferred booth placement and opportunity to introduce product (environmentally friendly please) to attendees
- Two (2) 10'x10' covered concession space (includes tent, tables, & chairs) at 2 different locations
- Logo listing & recognition as the Stage Sponsor in the sponsor section of official event website
- Website linking from official event website and RDA website

Other Festival Area Sponsors \$5,000

- Company Name & Logo Sponsor Banner prominently displayed at Sponsored Festival Area (sponsor supplied)
- Company Logo recognizing you as Festival Area Sponsor on all event collateral incl., posters, ads, banners, radio announcements, & press releases
- One quarter page ad in East Bay Express Pullout (50,000k circulation) and day of event overrun
- Preferred booth placement and opportunity to introduce product (environmentally friendly please) to attendees
- One (1) 10'x10' covered concession space (includes tent, tables, & chairs)
- Logo listing & recognition as the Festival Area Sponsor in the sponsor section of official event website
- Website linking from official event website and RDA website

Supporting Sponsor \$2,500

- Company Logo recognizing you as Supporting Sponsor on all event collateral incl., posters, festival website
- One (1) 10'x10' covered concession space (includes tent, tables, & chairs)
- Logo listing & recognition as a Supporting Sponsor in the sponsor section of official event website
- Website linking from official event website and RDA website

Friends of Rockridge \$1,000

- Company Name and Logo on event Friends of Rockridge Banner
- One (1) 10'x10' covered concession space (includes tent, tables, & chairs)
- Logo listing & recognition as a Friend of Rockridge in the sponsor section of official event website
- Website linking from official event website and RDA website

College Ave Fan Club \$500

- One (1) 10'x10' covered concession space (includes tent, tables, & chairs)
- Logo listing and recognition as a College Ave Fan in the sponsor section of official event website
- Website linking from official event website and RDA website

Rockridge Out & About Sponsorship Response Form

Thank you for contributing to the Rockridge District Association's marketing efforts by supporting Rockridge Out & About 2010.

Please indicate the level of sponsorship that you prefer and return the form via email or mail. Shared sponsorships will be allowed.

- Festival Area Sponsor- (please select the Area you wish to sponsor below)
 - Chef Stage Sponsor- \$10,000
 - Main Community Stage - \$10,000
 - Green Living Expo \$5000
 - Wellness Tent \$5000
 - Rockridge Runway \$5000
 - Rockridge Home & Garden \$5000
 - Kid's Court \$5000
 - Artisan Alley \$5000
- Supporting Sponsor - \$2,500
- Friends of Rockridge - \$1,000
- College Avenue Fan - \$500
- Donation (\$100-\$500) Amt: \$ _____

Payment Information

The Rockridge District Association is a 501c3 non-profit incorporated in the State of California. Donations are tax deductible. Federal Tax ID #: #94-3399318.

Make checks payable to:
Rockridge District Association c/o
Robin Rosario
5435 College Avenue, Suite 200
Oakland, CA 94619

Sponsor Contact Information

Name: _____
Business: _____
Address: _____
Email: _____
Phone: _____

Email graphics to: Karen@hesternet.net

Questions? Contact Karen Hester at 510-654-6346 or Karen@hesternet.net