

The Rockridge District Association proudly presents...



OUT & ABOUT rockridge **2011**

OCTOBER 9 COLLEGE AVENUE FROM ALCATRAZ TO MANILA

Your Name Here?
Rockridge Out & About

www.RockridgeOutandAbout.com

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

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

When: Sunday, October 9th, 2011

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. It appears that our attendance grows annually and the more our retailers and businesses participate the greater our impact.

Festival Highlights: Main Stage with Dance Bands, Chef Stage, Market Hall's Picnic in the Street, Wellness Tent, Kids Court, Rockridge Runway Fashion Shows

Festival Website: (Updates soon to come)

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.
- 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
- **Rockridge Out & About** appeals to the sophisticated and affluent residents living in Rockridge and surrounding neighborhoods.

Sponsor a Main Stage or Festival Area, and Other Opportunities

Your support for **Rockridge Out & About** is greatly appreciated. See listings below for sponsorship opportunities. If you have any questions, please contact Karen Hester, event coordinator at Karen@hesternet.net

Out & About Sponsorship Opportunities

Featured Stages & Festival Areas

Main Stages - There are two main stages. Alcatraz and College creates a perfect leafy location for the main music stage, which will feature performances by well-known Bay Area dance bands. The second main stage will be at the other end of the Avenue. There will be smaller stages in between.



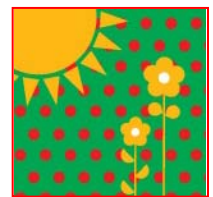
Wellness Tent - The Wellness Tent will include a wide variety of inspiring and fun exhibitors featuring bodywork, nutritionist, yoga, acupuncture, chiropractic, and other progressive health industry partners. Rockridge is flush with businesses and people who want to help you reach your own personal wellness.

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.



Rockridge Runway Fashion Show - 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.

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*.



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

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

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!



Sponsorship Packages:

Main Stage Sponsor \$10,000

- Company Name & Logo Sponsor Banner prominently displayed on one of 2 **Main Stages** (sponsor supplied)
- Company Logo recognizing you as Stage Sponsor on all event collateral incl., posters, banners, & press releases
- Listing in East Bay Express Pullout /SF Gate and day of event overrun; listing in all print ads
- 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

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
- Listing in all print ads
- 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 Sponsors \$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
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Rockridge Out & About Sponsorship Application Form

Thank you for contributing to the Rockridge District Association's marketing efforts by supporting **Rockridge Out & About 2011**.

Please indicate the level of sponsorship that you prefer and return the form via US mail with your check. If you wish to pay securely with PayPal- you may email, mail or fax us your application. *Shared sponsorships are allowed.*

- Main Stage Sponsors \$10,000** – Please indicate your preference
 - Main Stage North
 - Main Stage South
- Festival Area Sponsors \$5000** – Please indicate your preference
 - Wellness Tent
 - Chef's Stage
 - Rockridge Runway
 - Green Living Expo
 - Home & Garden
 - Artisan Alley
 - Kid's Court
- Supporting Sponsors \$2500**
- Friends of Rockridge \$1000**
- College Ave Fan \$500**
- Donation (\$100 to \$499) Amt \$ _____**

Payment & Contact 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**.

- I Used **PayPal** now and will print this Application and [email](#) /~~mail or fax it to 596-6346~~

Or:

- I am enclosing a check made payable to:
Rockridge District Association
And mailing it with this Application to:
RDA c/o DHR
Attn: Robin Rosario
5435 College Avenue, Suite 200
Oakland, CA 94618

Questions: Contact Event Coordinator
Karen Hester – 510-654-6346
Karen@hesternet.net

Your Name _____
Your Business _____
Address _____
Phone _____
Email _____