



# Sponsorship Packet

---

---

**The Lawn Party**  
**Saturday, September 27, 2014**  
from 6:00 PM – 10:00 PM  
At St. Vincent's in San Rafael, CA



## ***HOW DO I SPONSOR THE EVENT?***

- Please read the attached information on the benefits of sponsoring this event.
- Review the different levels and decide on which one you are interested in.
- Contact us at [Steven@SRESproductions.com](mailto:Steven@SRESproductions.com) or call **415-456-6455** or mail the attached application with your selection.
- Then we will send you a contract and the promotion for your company can begin!



# Overview

---

---

**WHAT      Music, Food & Wine: A Benefit for Others**

**Event Benefits: BIG BROTHERS/BIG SISTERS & WOUNDED VETERANS**

**Big Brothers Big Sisters Building friendships. Changing lives.**

Since 1970 we have helped thousands of young people in the North Bay grow up to be happy, successful, contributing members of our community by providing a professionally supported mentor to each child in need. Big Brothers Big Sisters of the North Bay is a donor and volunteer supported organization that provides adult mentors to children in Marin, Napa, Solano and Sonoma counties who need caring role models in their lives - a friend, guide and supporter who can expand their horizons and get them on a lifelong path for success.

**Wounded Veterans Higher Ground serving veterans who need it.**

Higher ground specializes in serving veterans with traumatic brain injuries (TBI), post-traumatic stress disorder (PTSD), polytrauma, blindness, and mental illness. Their secondary injury specialization includes visual impairments, amputations, spinal cord injuries, severe burns, and hearing impairments. Higher Ground has an experienced team of professionals to run its programs and manage operations. Three of the sta are certi-ed recreation therapists; many of the other sta and interns have recreation therapy training and backgrounds. Higher Ground has more than 300 volunteers, a number of whom are certi-ed sports instructors. We also have professional physical, occupational, and psychoanalytical therapists who regularly volunteer their time.

**WHERE      The Lawn Party** will take place at the St. Vincent's, 1 St. Vincent's Drive San Rafael, CA 94901.

**WHEN      Saturday, September 27, 2014, 6:00 pm to 10:00 pm**

**BY WHO**      The Lawn Party is produced by Steven Restivo Event Services, LLC (SRES). The company is a long time provider of event production services to chambers of commerce, merchant associations, various city agencies, corporations, non-profit groups, and other event industry professionals. The company's founder, Steven Restivo, has been involved in the event world for 30 years and has contributed to the production of hundreds of public events and large corporate functions.





# Event Highlights



The Lawn Party –St. Vincent’s ~ Saturday September 27<sup>th</sup>, 2014 ~ 6:00pm – 10:00 pm Produced by Steven Restivo  
Event Services, LLC ~ Ph: 1-800-310-6563 ~ 415-456-6455 ~ Fax: 415-456-6436 [www.SRESproductions.com](http://www.SRESproductions.com) ~  
[Steven@SRESproductions.com](mailto:Steven@SRESproductions.com)



# Audience

## COVERAGE/ IMPRESSIONS

These are just a few of the publications and radio stations that have helped promote our events to the Bay Area over the years:

- **Print:** The San Francisco Chronicle with average daily circulation of 485,000, SF Station, SF Magazine, 7x7 Magazine, The New Fillmore, Northside, Marina Times, Here, Pacific Sun, Via Magazine, SF Examiner
- **Radio:** KCBS, Alice 97.3, Live105, MOViN 99.7, KBLX
- **Online:** The event has its own facebook page with hundreds of fans. It is also listed on over 100 event listing websites
- **TV:** We have partnered with KOFY TV20 who run 30 second ads for the event, View from the Bay, ABC 7, KRON 4
- **Publicity:** Our publicist sends the press release to thousands of contacts in her media list

## MARIN COUNTY DEMO-GRAPHICS:

| INCOME                            |                |
|-----------------------------------|----------------|
| <b>Total households</b>           | <b>100,446</b> |
| Less than \$10,000                | 3,735          |
| \$10,000 to \$14,999              | 3,326          |
| \$15,000 to \$24,999              | 5,689          |
| \$25,000 to \$34,999              | 7,226          |
| \$35,000 to \$49,999              | 9,157          |
| \$50,000 to \$74,999              | 13,734         |
| \$75,000 to \$99,999              | 12,970         |
| \$100,000 to \$149,999            | 18,569         |
| \$150,000 to \$199,999            | 9,459          |
| \$200,000 or more                 | 16,581         |
| Median household income (dollars) | 88,101         |
| Mean household income (dollars)   | 127,131        |

| SEX AND AGE             |                |
|-------------------------|----------------|
| <b>Total population</b> | <b>246,985</b> |
| Male                    | 123,162        |
| Female                  | 123,823        |
| Under 5 years           | 13,550         |
| 5 to 9 years            | 12,858         |
| 10 to 14 years          | 12,904         |
| 15 to 19 years          | 13,798         |
| 20 to 24 years          | 13,094         |
| 25 to 34 years          | 23,800         |
| 35 to 44 years          | 35,685         |
| 45 to 54 years          | 43,744         |
| 55 to 59 years          | 22,107         |
| 60 to 64 years          | 17,180         |
| 65 to 74 years          | 20,236         |
| 75 to 84 years          | 12,798         |
| 85 years and over       | 5,231          |
| Median age (years)      | 44.3           |



## Event Promotion & Sponsor Benefits

**PROMOTION/MARKETING:** *The Lawn Party* is being marketed in Marin publications and on the World Wide Web. Publicity and promotion will consist of PR, ad placements, posters, postcards and/or fliers distributed throughout Marin County prior to The Lawn Party.

**PROGRAM/INSERT:** With the help of a key media partner we will insert a beautiful event program into the partner's newspaper, as a supplement, one week prior to the event. Additional copies of the program will be distributed at the event.

**POSTERS/POSTCARDS:** A minimum of 500 posters will be distributed to high traffic areas in Marin County. Over 2,500 postcards will be mailed out to participating artists and distributed around Marin County.

**THE WEB:** The official event website is [www.SRESproductions.com](http://www.SRESproductions.com). It will be promoted in all materials related to the event. The event will be listed on presenter's websites and national websites that have a calendar listing section.

**RADIO:** The event will be publicized on a number of local radio stations via promotional spots and 30 to 60 second spots.

**PRINT:** We will be partnering with several newspapers, including the Pacific Sun, to help promote and advertise the event.

### **BENEFITS AS A SPONSOR:**

- ❖ Have access to one of the most **sought after demographic** niches in the country. This is an exceptional opportunity to reach the sophisticated Marin market.
- ❖ Reach a large audience with **repeated impressions**. Your company name and/or logo will appear on the event's poster and in all promotional materials, include the official festival website.
- ❖ A **unique opportunity** to engage with people. Event attendees are a captive, receptive audience that has time to look, listen and hear about your products and/or services.
- ❖ Develop **new business contacts**. The Event provides you with a unique networking opportunity to connect with the community in a fun and entertaining environment.
- ❖ Demonstrate, sample or **test market your product**. Receive instant responses about your products and/or services from attendees.
- ❖ Show your company's **commitment to the arts** and local community. The event offers a great way for you to show your commitment to the residents of the Marin.
- ❖ Help **promote community outreach**. The event provides a **unique opportunity for the community of San Francisco** to come together. The community has a long tradition of supporting its benefactors.





# Sponsor Packages

Have special space requirements? Questions about the different levels? Want to sponsor several events and receive a discount? Call or email us and we can personalize your participation level.

## TITLE/PRESENTING SPONSOR \$10,000:

- Everything listed on page below PLUS*
- Category exclusivity for 2014
- Right of first refusal for the 2015 Event
- Company name and logo incorporated into event name for all advertising and promotional purposes, including all print advertising, radio spots, posters/postcards
- 25 General Admission Tickets

## MAJOR SPONSOR \$5,000:

- Everything listed on page below PLUS*
- Company logo **prominently** displayed in all print advertising, posters/postcards
- Large banners placed around event site, including Main Stage (sponsor to provide)
- Logo inclusion on event t-shirt (if applicable-deadline: 2 months before the show)
- 10 General Admission Tickets

## PARTICIPATING SPONSOR \$3,000:

- Everything listed on page below PLUS*
- Logo displayed in all print advertising (deadline: 2 months before the show)
- Company logo displayed on 500 posters (deadline: 2 months before the show)
- Company logo displayed on 2,500 postcards (deadline: 2 months before the show)
- 10 General Admission Tickets

## CONTRIBUTING SPONSOR \$1,500:

- Everything listed on page below PLUS*
- Booth, table & chairs provided
- Logo and link to sponsor's website displayed on official event websites
- Company name mentioned in all publicity for event
- Company name listed in Official Event Program\* (if applicable)

## FESTIVAL CORPORATE SPONSOR \$1,000:

- One 10ft x 10ft space only at the Festival (\$250 extra if need booth, table & chairs)
- One large banner at booth (sponsor to provide)



# Lawn Party Sponsor Application

Please fill out and fax, email or mail to:

[Steven@SRESproductions.com](mailto:Steven@SRESproductions.com)

Ph 415-456-6455 ~ Fax: 415-456-6436

SRES, 805 4<sup>th</sup> Street, Ste #8, San Rafael, CA 94901

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

WEBSITE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

DESCRIPTION OF WHAT WILL BE PROMOTED IN BOOTH & SIZE REQUIRED:

\_\_\_\_\_  
\_\_\_\_\_

### LEVEL

I would like to sponsor at the level of (please check one):

- Title Sponsor \$10,000
- Major Sponsor \$5,000
- Participating Sponsor \$3,000
- Contributing Sponsor \$1,500
- Corporate Sponsor \$1,000
- In-Kind Media Sponsor valued at \$ \_\_\_\_\_
- Other \$ \_\_\_\_\_
- I would like to personalize my sponsorship level, please contact me to discuss the cost

**Please note:**

\*Prices increase if require more than one 10x10 space

\*Possible discount can be applied if sign up for 3 or more SRES events

**PAYMENT INFORMATION (please check one):**

- Check enclosed
  - Payment will come later
  - Invoice me
  - Charge a credit card (10% processing fee added) cc # \_\_\_\_\_ exp \_\_\_\_\_
- Signature to authorize credit card: \_\_\_\_\_ date \_\_\_\_\_

- ▶ SRES Tax ID# 32-0030309
- ▶ Make all checks payable to **Steven Restivo Event Services** and mail to 805 4<sup>th</sup> Street, Ste #8, San Rafael, CA 94901

The Lawn Party –St. Vincent’s ~ Saturday September 27<sup>th</sup>, 2014 ~ 6:00pm – 10:00 pm Produced by Steven Restivo Event Services, LLC ~ Ph: 1-800-310-6563 ~ 415-456-6455 ~ Fax: 415-456-6436 [www.SRESproductions.com](http://www.SRESproductions.com) ~ [Steven@SRESproductions.com](mailto:Steven@SRESproductions.com)