

2016 SPONSORSHIP OPPORTUNITIES



What is the Diamond Street Festival?

Our Second Annual Diamond Street Festival will once again be a day of community celebration that takes place in the heart of San Diego's Diamond Neighborhoods on Saturday, July 16, 2016. This unique street festival celebrates the rich history, diverse cultures, and captivating energy of the people of Southeastern San Diego.

Listen and groove to local and regional live music and cultural performances showcased on the entertainment stage. Taste the diverse flavors of culturally traditional foods and drinks. Shop for amazing and beautiful arts and crafts sold by local artists and vendors. Get educated and activated in our specialty pavilions (i.e., Business Resources, Education and Literacy, Arts and Culture, Health and Wellness, Food Justice, Kids Zone and Custom Car Show).



Your sponsorship goes beyond the street festival! All proceeds from the Diamond Street Festival benefit the Diamond Business Association, Inc., which invests in strengthening local businesses and developing a vibrant economy in Southeastern San Diego.

While several cash and in-kind opportunities have been identified, we have been deliberate in creating partnerships to best link individual sponsors with an appropriate event identity to maximize return on investment.

Partnership with **The Second Annual Diamond Street Festival** will provide numerous direct and indirect benefits:

- Reach new and growing markets in an untapped area of San Diego with an unmet retail demand of more than a billion dollars, through an aggressive promotion and advertising campaign including flyers, posters, social media, direct media advertising, and web marketing.
- Take advantage of the opportunity to market your products and services to thousands of diverse attendees.
- An opportunity to evidence your position within the local business community.

Look inside for partnership and sponsorship opportunities.

For more information:

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www.sdbd.org | www.DiamondStreetFestival.com | www.facebook.com/DiamondStreetFestival
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2ND ANNUAL
**DIAMOND
STREET
FESTIVAL**

SATURDAY

JULY 16, 2016

11:00 AM – 6:00 PM



SDBD

Southeastern Diamond
Business District

Presented by:

Diamond Business Association, Inc.

415 Euclid Avenue, Suite K13

San Diego, CA 92114

Office number: (619) 255-3604

www.sdbd.org

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$20,000

The Title Sponsor is the major and most visible corporate sponsor of the event. Title Sponsorship for the Diamond Street Festival is exclusive to only one Company. As the Title Sponsor you will be included in all the promotional and media materials in the following way: "Diamond Business Association, Inc. and [Name of Title Sponsor] present the Diamond Street Festival."

Additionally, as Title Sponsor you receive:

- Company representative to speak at event;
- Company mentions on the PA system during the event;
- Your banners placed at the main entrances (exclusive to Title Sponsor) and other prime locations at event;
- Centerfold advertisement in event program for the Diamond Street Festival;
- Company name/logo in marketing campaign: Print and Television Advertising, Festival Flyers/Posters, Email Marketing Campaign, Radio Campaign;
- Two premier booth locations at Diamond Street Festival for direct promotional marketing (opportunity for giveaways/raffles of promotional items);
- Recognition of company in all event/organization social media pages; and
- Company Logo and link on the Diamond Business Association website (www.sdbd.org).

EVENT PARTNERS - \$10,000

Event Partner benefits include:

- Company mentions on the PA system during the event;
- Your banners placed at prime locations at event;
- Half-page advertisement in event program for the Diamond Street Festival;
- Company name/logo in marketing campaign: Print and Television Advertising, Festival Flyers/Posters, Email Marketing Campaign, Radio Campaign;
- One booth location at Diamond Street Festival for direct promotional marketing (opportunity for giveaways/raffles of promotional items);
- Recognition of company in all event/organization social media pages; and
- Company Logo and link on the Diamond Business Association website (www.sdbd.org).

AMBASSADORS - \$5,000

There will be Specialty Pavilions (i.e., Business Resources, Education and Literacy, Arts and Culture, Health and Wellness, Food Justice, Kids Zone and Custom Car Show) at the Diamond Street Festival and your company can sponsor one of them for \$5,000:

As an Ambassador benefits include:

- Your name will be listed in our promotional and media materials as an Ambassador;
- Your banners placed throughout sponsored area/pavilion;
- Company name listed as an Ambassador in event program for the Diamond Street Festival;
- Company name/logo in marketing campaign, including Festival Flyers/Posters, Email Marketing Campaign;
- One 10x10 booth for direct promotional marketing;
- Recognition of company in all event/organization social media pages; and
- Company Logo and link on the Diamond Business Association website (www.sdbd.org).

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EVENT FRIENDS - \$1,000

- Your name will be listed in our promotional and media materials as an Event Friend;
- Company name listed as an Event Friend in event program for the Diamond Street Festival;
- Company name in marketing campaign (Festival Flyers/Posters);
- One 10x10 booth for direct promotional marketing;
- Recognition of company in all event/organization social media pages; and
- Company Logo and link on the Diamond Business Association website (www.sdbd.org).

COMMUNITY PARTNERS - \$500

Community Partners are non-profit organizations, congregations, universities, elected officials and small businesses who wish to support the Diamond Street Festival and use the opportunity to introduce your service, product, or organizational information.

As a Community Partner, benefits include:

- You will receive a 10x10 booth to promote your service or product; and
- Company name listed as a Community Partner in event program for the Diamond Street Festival;
- Recognition of company or organization in all event/organization social media pages.

IN-KIND DONATIONS - \$250+

Your company can receive promotion, brand recognition, visibility and customer loyalty while developing ties to the Southeastern San Diego community.

Opportunities for in-kind donations include, but are not limited to:

- Water Bottle Stations for Volunteer and Ground Crew
- Food for Volunteer and Ground Crew
- Street barricades and traffic safety
- Signage
- Security
- Printing
- Entertainment
- Photography & Videography Services



In exchange for an in-kind donation, you will receive recognition of your name or business in all event/organization social media pages, as well as in the event program for the Diamond Street Festival.

GENERAL CONTRACT INFORMATION

Written confirmation is due no later than **April 1, 2016**. A signed contract is confirmation of and assurance of participation. Contract stipulations are subject to change. Payment: Fifty percent (50%) of sponsorship fee must be paid along with signed contract. The remaining balance is due no later than **May 1, 2016**. Full payment must be received before participation is permitted.

Advertising Deadline: In order to receive full promotional/advertising benefits, all sponsors are required to submit logos no later than **May 31, 2016**.

WHEN:

Saturday, July 16, 2016 from 11:00 a.m. to 6:00 p.m.

WHERE:

On Market Street between Euclid Avenue & 54th Street in Southeastern San Diego. Meet us in the heart of San Diego's Diamond District!

WHO:

Diamond Business Association, Inc.

Diamond Business Association, Inc. is a nonprofit business organization founded by local entrepreneurs interested in improving the physical conditions of local businesses. We work to enhance the growth and development of the Diamond Business District and the surrounding community of Southeastern San Diego as a thriving local marketplace.

Our mission is to create partnerships between business and property owners that promote economic revitalization in the neighborhoods served by the Southeastern Diamond Business District (SDBD).

Proceeds of the Diamond Street Festival benefit the Diamond Business Association's annual programming, including:

- ◆ **Diamond District Banner Program**
- ◆ **Business Storefront Improvement Program (Signage Grants)**
- ◆ **Community Clean-Ups**
- ◆ **Business Workshops**
- ◆ **Special Events Promoting Diamond District Businesses**
- ◆ **Shop Local, Shop Diamond Campaign**
- ◆ **Street Beautification**

WHY:

KEY OPPORTUNITIES FOR SPONSORS

Family Friendly: The street festival is alcohol and tobacco free. It offers activities and attractions for families and children and general admission is FREE.

New Consumers: The festival provides direct contact with thousands of potential new customers over a short period of time. Promote your business to new and diverse markets.

Media: The festival will draw significant print and internet media, radio and TV coverage in English and Spanish outlets.

Brand Promotion: Sponsors will be included in all promotional and media materials, radio, announcements and TV coverage.