



CELEBRATE DOWNTOWN

Summer 2018
Downtown Richmond, CA

ABOUT CELEBRATE DOWNTOWN

Our signature summer event series! Four large-scale community events in as many months. All are free admission and family-friendly, featuring music, interactive activities, vendors, food, and more.

Celebrate Downtown 2018

Events	Healthy Village Festival – June 23 Music on the Main – July 25 & August 22 Spirit & Soul Festival – September 15
Times	Various
Location	Macdonald Avenue, near Richmond BART Downtown Richmond, CA



CELEBRATE
2018
DOWNTOWN
richmond • ca

free admission • family friendly
music • vendors • activities • food



6.23 Healthy Village Festival
health & wellness fair 11am - 1pm

7.25 Music on the Main
8.22 summer concerts 5pm-7:30pm

9.15 Spirit & Soul Festival
street fair on main street! 1pm-5pm

vendor, volunteer & sponsor opportunities, too!

RichmondMainStreet.org
(510) 236-4049



ABOUT RICHMOND MAIN STREET

A community-based nonprofit corporation dedicated to revitalizing historic Downtown Richmond as a pedestrian-friendly urban village, offering products, services, arts, and entertainment that reflect the community's rich and diverse heritage.

Since 2001, we have hosted hundreds of arts, culture, and wellness events benefitting over 150,000 residents, employees, and visitors! This year we are continuing our tradition of creating opportunities for everyone who lives, works, and visits Richmond...and we invite you to join the movement.



501(c)(3) corporation

Tax ID#: 68-0481132 | CFC #: 76729

OUR PARTNERS IN PROGRESS

previous & current sponsors



SPONSOR BENEFITS

Whether you're looking to sell more product, let more people know about what you offer, or show your commitment to the community, Richmond Main Street provides several opportunities for truly effective relationship marketing.

Benefits deliver direct, comprehensive exposure:

- Far-reaching social media impact
- Outreach & traditional advertisement & digital marketing to 5000+ subscribers **additional 10k with advertising partners**
- On-site promotional booths & VIP tickets with reserved seating
- Personalized packages available
- A partner in creating a healthy, vibrant, and revitalized Downtown Richmond!

5000+ followers & growing!

Plus thousands via hyperlocal event calendars & partner newsletters



SPONSORSHIP OPPORTUNITIES

Platinum Presenting - \$10,000

- “Presented by” and logo on all marketing materials and advertisements
- Large logo with link on website, online event postings, email newsletters, and company name tagged in social media
- Large logo on promotional materials, event banners & signage
- Full page ad in event programs
- Bundling/direct marketing opportunities
- Promotional info booth at events
- Verbal recognition by MC on-stage during events
- Opportunity to address audience from stage
- Publicity and photo-ops
- 2 drink tickets per Music on the Main
- 12 tickets/3 tables to Spirit & Soul VIP Experience

MORE SPONSORSHIP OPPORTUNITIES

Gold - \$7500

- Large logo with link on website, online event postings, email newsletters, and company name tagged in social media
- Large logo on marketing materials, event banners & signage
- Full page ad in event programs
- Verbal recognition by MC
- Publicity & photo-ops
- Promotional info booth at events
- 2 drink tickets per Music on the Main
- 4 tickets/1 table to Spirit & Soul VIP Experience

Silver - \$5000

- Medium logo with link on website, online event postings, email newsletters, and company name tagged in social media
- Medium logo on marketing materials, event banners & signage
- ½ page ad in event programs
- Verbal recognition by MC
- Publicity & photo-ops
- Promotional info booth at events
- 2 drink tickets per Music on the Main
- 2 tickets to Spirit & Soul VIP Experience

Bronze - \$2500

- Small logo with link on website, online event postings, email newsletters, and company name tagged in social media
- Small logo on marketing materials, event banners & signage
- ¼ page ad in event programs
- Verbal recognition by MC
- Publicity & photo-ops
- Promotional info booth at events
- 2 tickets to Spirit & Soul VIP Experience

OTHER SPONSORSHIP OPPORTUNITIES

Community Partner - \$1000

- Company name with link on website, online event postings, email newsletters, and company name tagged in social media
- Small logo on marketing materials, event banners & signage
- Logo in event programs
- Verbal recognition by MC
- Promotional info booth at events
- 2 tickets to Spirit & Soul VIP Experience

Collaborator - \$500

- Company name with link on website, online event postings, email newsletters, and company name tagged in social media
- Logo in event programs
- 1 ticket to Spirit & Soul VIP Experience

Friend - \$250

- Name in event programs
- 1 ticket to Spirit & Soul VIP Experience

Advertiser – Event Programs per event

- 1 page ad - \$300
- ½ page ad - \$225
- ¼ page ad - \$175

In-Kind Donor

- Food, Beverages, Goods & Services
- Prize for drawing
- Food or Thank You Gift Items for volunteers



CONTACT US

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