



10TH ANNUAL SPIRIT & SOUL FESTIVAL

Salute to Soul

September 15, 2018

Downtown Richmond, CA

ABOUT SPIRIT & SOUL FESTIVAL

A true celebration of Downtown Richmond! Spirit & Soul Festival transforms historic Main Street into an outdoor bazaar filled with food and artisan vendors, live music from two stages, dancing in the street, a beverage pavilion with VIP seating, and youth zone.



Tia Carroll (band), 2016

10TH ANNUAL SPIRIT & SOUL FESTIVAL

Salute to Soul

Date Saturday, September 15, 2018

Time 1pm – 5pm

Location Macdonald Avenue
Downtown Richmond, CA

Main Stage *Soul Legends Tribute*

- 1st Avenue Revue - *Prince*
- Nicole But-tah Pearson - *Aretha Franklin*
- Ray McCoy - *Luther Vandross*



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!

35000+ 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 banner & signage
- Full page ad in event program
- Bundling/direct marketing opportunities
- Promotional info booth at event
- Verbal recognition by MC on-stage during events
- Opportunity to address audience from stage
- Publicity and photo-ops
- 12 tickets/3 tables to 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 banner & signage
- Full page ad in event programs
- Verbal recognition by MC
- Publicity & photo-ops
- Promotional info booth at event
- 8 tickets/2 tables to 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 banner & signage
- ½ page ad in event program
- Verbal recognition by MC
- Publicity & photo-ops
- Promotional info booth at event
- 4 tickets/1 table to 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 banner & signage
- ¼ page ad in event program
- Verbal recognition by MC
- Publicity & photo-ops
- Promotional info booth at event
- 2 tickets to 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 banner & signage
- Logo in event program
- Verbal recognition by MC
- 1 ticket to 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 program
- 1 ticket to VIP Experience

Friend - \$250

- Name in event program
- 1 ticket to VIP Experience

Advertiser – Event Program

- 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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