

FOURTH OF JULY ***AT THE BERKELEY MARINA***

Tuesday, July 4, 2017 – Noon to 10PM

Join the Blast!
MUSIC, FOOD, AND FUN!

Live Music on Main Stage
Carnival & Inflatable Rides • Pony Rides
30 Food Vendors • Craft & Info Booths • Adventure Playground
Dragonboat Rides • Giant Kites • Giant Slide
Fantastic Fireworks near the Berkeley Pier
Alcohol-Free Event • Free Admission
Crowd Estimates 100,000+

MEDIA SPONSOR
\$2500 Minimum Value In-Kind Advertising

Benefits include:

- Logo on event full color posters
- Logo on 10,000 full color postcards
- Logo on ABS event website for one year
- Acknowledgement on main stage by MC
- Mention in social media
- Your banner at the event HQ booth
- Preferential free parking pass (1)
- Free 10' x 10' vendor space during event (non-food)

Contract due May 1 plus:

- A clean color JPG or PDF logo emailed to:
Lisa@anotherbullwinkelshow.com
- A completed vendor application

A one-page with event info is below.

Lisa Bullwinkel

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AT THE BERKELEY MARINA

Tuesday, July 4, 2017 – Noon to 10PM
Produced by Another Bullwinkle Show

This is the 21st year that Another Bullwinkle Show has produced the 4th of July @ the Berkeley Marina. Prior to that, the City of Berkeley only shot fireworks off in the evening. At the request of the City Council, Another Bullwinkle Show created a family-friendly, alcohol-free day leading up to the fireworks.

DESCRIPTION

- The event takes place in a bucolic setting on the south side of the Berkeley Marina amidst boats, beaches and grassy knolls from noon until 10PM.
- It is free to the public, although parking is \$15. There is free valet bicycle parking. Roads stay open until 6PM when three freeway entrances are closed to accommodate the pedestrians walking into the event. They are re-opened at 10:30PM after the fireworks.
- There is a main stage at 210 University Ave. where musicians perform until the fireworks begin. This year's line up includes The Bautista Band, St. Gabriel's Celestial Brass Band, the Funkanauts, Lee Waterman's Jazz Ensemble, and the US Air Force Band.
- At one end of the event, on the Ferry Dock, is an inflatable park with giant slides, a small train, kiddie rides and bounce houses. At the other end, are pony rides, a petting zoo, a giant metal slide, Nerf Tag, and Sumo Soccer. There's always a line for free Dragonboat rides on the bay, and Adventure Playground, which boasts a zip line and lots of hammers and nails for kids to build things, is open all day as well.
- Over 30 food trucks and booths provide fun fair food as well as gourmet meals.
- Approximately 75 booths with crafts and information line the paths.
- This is a green event; all waste is hand-recycled.
- At 9:35PM the City shoots off a fantastic fireworks display near the end of the Berkeley Pier, over the San Francisco Bay.

DEMOGRAPHICS

- Crowd estimates grow from 5,000 at noon to 100,000+ by the time the fireworks go off. These are Berkeley Police Dept. estimates.
- Attendees come from all over the Bay Area as there are not many firework displays on July 4th over the Bay; the only other large display is in San Francisco. The demographics of the East Bay are varied with many different ethnic populations. The earlier part of the event is filled with young families with children in strollers and because it is alcohol-free, the crowd has always been very family friendly. As the night comes on, a more teen and adult population joins in.

MEDIA

- Media sponsors include the East Bay Express, BETV, 510families.com, Yelp, East Bay Loop and others.
- Over 300 online event sites carry the listing.
- Social media includes Facebook and Twitter with over 3,000 fans; the ABS website with over 40K hits; and the City of Berkeley website.