



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

Thursday, July 4, 2019 – Noon to 10PM – 23rd Annual

Join the Blast!

MUSIC, FOOD, AND FUN!

Live Music on the Main Stage

Inflatable Rides • Pony Rides • Petting Zoo

30 Food Vendors • Craft & Info Booths

Dragonboat Rides • Giant Slides • Adventure Playground

Fantastic Fireworks near the Berkeley Pier

Alcohol-Free Event • Free Admission

Crowd Estimates 100,000+

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR – \$20,000

Benefits include:

- “Presented by” title sponsor exclusivity on all marketing, including posters
- All benefits listed for Grand Old Flag Sponsor

GRAND OLD FLAG SPONSOR – \$10,000

Benefits include:

- Your banner at event entrance
- Your banner in main food court area
- Your banner on the main stage
- Your banner at the event HQ booth
- Your marketing materials at the event HQ booth
- Acknowledgement on main stage by MC
- Logo on 15,000 full color postcards
- Logo, description & link on ABS event website for one year
- Logo on ABS Facebook page
- Logo on all event print advertising
- ½ Page ad in the East Bay Express
- Mention in Email blasts by ABS
- Mention in press releases
- Preferential free parking passes (5)
- Free 10' x 30' vendor space during event
- Food coupons (10)

RED, WHITE & BLUE STAGE SPONSOR – \$5,000 **(Main Stage at Marina HQ)**

Benefits include:

- Your banner on the main stage & 1 other location
- Logo on 15,000 full color postcards
- Logo, description & link on ABS event website for one year
- Logo and post on ABS Facebook page
- Logo on all event print advertising
- ¼ Page ad in the East Bay Express
- Acknowledgement on main stage by MC
- Mention in Email blasts by ABS
- Mention in press releases
- Preferential free parking pass (3)
- Free 10' x 20' vendor space during event
- Food coupons (5)

VALET PARKING SPONSOR – \$3,000 **Motor Vehicles Paid Parking at the Marina**

Benefits include:

- Your logo on every parking ticket (displayed on all vehicle dashboards)
- “Valet Parking sponsored by (your logo or name)” on all marketing materials
- Logo on 15,000 full color postcards
- Logo on ABS event website for one year
- Logo on ABS Facebook page
- Logo on all event print advertising
- Acknowledgement on main stage by MC
- Mention in Email blasts by ABS
- Mention in press releases
- Preferential free parking pass (2)
- Free 10' x 20' vendor space during event
- Food coupons (3)
- Best part – you do not have to staff it!

ART WALL PATRIOT SPONSOR – \$2,000 **An Interactive Art Project Overseen by an Artist**

Benefits include:

- Your logo on the top of the Art Wall
- “Art Wall sponsored by (your logo or name)” on all marketing materials
- Logo on 15,000 full color postcards
- Logo on ABS event website for one year
- Logo on ABS Facebook page
- Logo on all event print advertising
- Acknowledgement on main stage by MC
- Mention in Email blasts by ABS
- Mention in press releases
- Preferential free parking pass (2)
- Free 10' x 20' vendor space during event
- Food coupons (3)
- Best part – you do not have to staff it!

DRAGON BOAT RIDE SPONSOR – \$2,000

Free rides on the Bay noon–5PM

Benefits include:

- Your logo at the entrance to the Dragon Boats
- “Dragon Boat Rides sponsored by (your logo or name)” on all marketing materials
- Logo on 15,000 full color postcards
- Logo on ABS event website for one year
- Logo on ABS Facebook page
- Logo on all event print advertising
- Acknowledgement on main stage by MC
- Mention in Email blasts by ABS
- Mention in press releases
- Preferential free parking pass (2)
- Free 10’ x 20’ vendor space during event
- Food coupons (3)
- Best part – you do not have to staff it!

PONY RIDE & PETTING ZOO SPONSOR – \$2,000

Benefits include:

• Your logo at the entrance to the Pony Rides & Petting Zoo
• “Pony Rides & Petting Zoo sponsored by (your logo or name)” on all marketing materials

- Logo on 15,000 full color postcards
- Logo on ABS event website for one year
- Logo on ABS Facebook page
- Logo on all event print advertising
- Acknowledgement on main stage by MC
- Mention in Email blasts by ABS
- Mention in press releases
- Preferential free parking pass (2)
- Free 10’ x 20’ vendor space during event
- Food coupons (3)
- Best part – you do not have to staff it!

PHOTO BOOTH SPONSOR – \$2,000

Free photos noon–9:30PM

Benefits include:

- Your logo on the bottom of EVERY photo that comes out! (People post these online, and put them on their refrigerators, etc.)
- “Photo Booth sponsored by (your logo or name)” on all marketing materials
- Your banner near the photo booth.
- Your marketing materials on the prop table.
- Logo on 15,000 full color postcards
- Logo on ABS event website for one year
- Logo on ABS Facebook page
- Logo on all event print advertising
- Acknowledgement on main stage by MC
- Mention in Email blasts by ABS
- Mention in press releases
- Preferential free parking pass (2)

- Free 10' x 20' vendor space during event
- Food coupons (3)
- Best part – you do not have to staff it!

VALET BICYCLE PARKING SPONSOR – \$2,000

Free public bicycle parking

Benefits include:

- Your banner at the Bike Parking Area
- “Bike Parking sponsored by (your logo or name)” on all marketing materials
- Logo on 15,000 full color postcards
- Logo on ABS event website for one year
- Logo on ABS Facebook page
- Logo on all event print advertising
- Acknowledgement on main stage by MC
- Mention in Email blasts by ABS
- Mention in press releases
- Preferential free parking pass (1)
- Free 10' x 10' non-food vendor space during event
- Food coupons (3)
- Best part – you do not have to staff it!

DUE May 1 (if applicable)

- Completed Sponsor Contract
- Payment made payable to: Another Bullwinkel Show
- Logo in JPG or PDF format
- Completed Vendor Application if needed, available online
- Completed Health Dept. Application and Payment, if needed
- Camera-ready ad for the East Bay Express (details separately)
- Your banners mailed to Another Bullwinkel Show.

Lisa Bullwinkel, Hoopla CEO

Another Bullwinkel Show

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