



Caledonia Street
Festival



"A historic event in our picturesque seaside town!"



We invite you to become a sponsor of The Caledonia Street Festival which returns to Sausalito once again this year with new energy. This will be an event to celebrate the character, history and importance of Caledonia Street as well as our wonderful Sausalito community.

This annual event draws thousands of all types of people to dance, eat, drink, mingle, and shop. Artistic highlights include craft and art booths, live music entertainment and a silent auction tent.

A festival created to appeal to the entire family, there is also a children's area filled with activities for youngsters of all ages to participate in. Enjoy all the beautiful and historic things Caledonia Street has to offer and support the fantastic local business owners.

For more information contact:
Erin Stroud - 415.289.4198
estroud@ci.sausalito.ca.us



Caledonia Street
Festival

Sausalito, California



Between Johnson St. & Bee St.



May 25th, 2014

Sponsorship
Information

Thank You to our
2013 Sponsors

Bradley Real Estate



SF Bay Adventures

Studio 333 • Coca Cola • Marin IJ

Renewal By Anderson

Dr. Eva Dahl Chiropractic Health Center

Sausalito Optometry • Zaaz Studios

Upper Cervical Health Centers

Be a Gourmet • Smitty's Bar, INC

Cavallo Point Lodge • Bathfitter

Marin Clean Energy • Wells Fargo

Balance Bar



Sponsorship Opportunities

By becoming an official sponsor of the Caledonia Street Festival, your company will benefit in a variety of ways. It is an excellent marketing vehicle, allowing you to reach this demographically desirable crowd. You can promote your brand, enhance your image as a community-minded business and otherwise connect with valued consumers.

All proceeds from the Caledonia Street Festival benefit the Sausalito Parks and Recreation Department which provides an endless amount of free and affordable recreation programs and events for the Sausalito community, Marin County and the Bay Area.

One last note, all sponsorships are tax deductible to the full extent of the law, so this is an incredibly budget friendly way to participate in your community and reach your target market.



Producer Level Sponsor (Event Sponsor) \$5,000

- ◆ Title recognition on all materials and press. The event will be titled: (Your Company) presents The Caledonia Street Festival.
- ◆ Producer Level Banner displayed on Main Stage and Children's Activity Area with company logo
- ◆ Prominent recognition throughout event
- ◆ Formal introduction, recognition and thank you announcements during the event
- ◆ 10' x 20' booth space or (2) 10' X 10' spaces
- ◆ All Silver Level Sponsor Benefits

Diamond Level Sponsor (Main Stage Sponsor) \$3,000

- ◆ Platinum Level Banner displayed on Main Stage with company logo
- ◆ Formal introduction, recognition and thank you announcements during the event
- ◆ 10' x 20' booth space or (2) 10' X 10' spaces
- ◆ All Silver Level Sponsor Benefits

Platinum Level Sponsor (Children's Area Sponsor) \$2,000

- ◆ Platinum Level Banner displayed in Children's Activity Area and Stage.
- ◆ Formal introduction, recognition and thank you announcements during the event
- ◆ 10' x 20' booth space
- ◆ All Silver Level Sponsor Benefits

Gold Level Sponsor \$1,000

- ◆ Formal introduction, recognition and thank you announcements during the event
- ◆ 10' x 20' booth space

Silver Level Sponsor \$500

- ◆ Thank-you announcements during the event
- ◆ 10' x 15' booth space
- ◆ Company Name listed as a sponsor in Sausalito Magazine (circulation 9,000).
- ◆ Mention in PSA, releases and listings. Company name and/or logo listed on promotional materials including: posters, flyers, and newspaper advertisements
- ◆ Business Hot Link on Event Web Site: www.caledoniastreetfestival.com

Bronze Level Sponsor \$250

- ◆ Company Name listed as a sponsor in Sausalito Magazine (circulation 9,000).
- ◆ Business Hot Link on Event Web Site: www.caledoniastreetfestival.com

