

2016 Granada Hills Chamber

Street Faire

Sponsor
Program

October 6th, 2012

The Granada Hills Street Faire has grown since its introduction in 2001 into one of the Valley's largest single day events attracting over 20,000 people from all over Los Angeles City and County. Four city blocks of Chatsworth Street in downtown



Granada Hills are transformed into a traditional street faire for the whole family. Entertainment stages, food from around the world, children's activities, numerous arts & craft vendors, city services and local businesses make this an event not to be missed.

The Granada Hills Street Faire is an established event with the opportunity for sponsors to build good will and promote their business, products and services with name

recognition in the greater North Valley and beyond. Pre event promotion and event day visibility directed to a captive audience provides the market for building and maintaining your image as a sponsor of this extraordinary event. The Granada Hills Chamber of Commerce is a not for profit organization working to enhance all aspects of the community. We have identified specific tangible benefits associated with each of the indicated sponsorship levels. Please consider those



benefits and the area wide exposure you will receive as you contemplate your selection of an appropriate sponsorship level. Your support will help to sustain, enhance and further develop this important cultural, social, and uniquely enjoyable event for the Granada Hills and surrounding communities. We would greatly appreciate your generous support.



Granada Hills Chamber of Commerce
818-368-3235 www.grnadachamber.com

Street Faire

Exposure Benefits

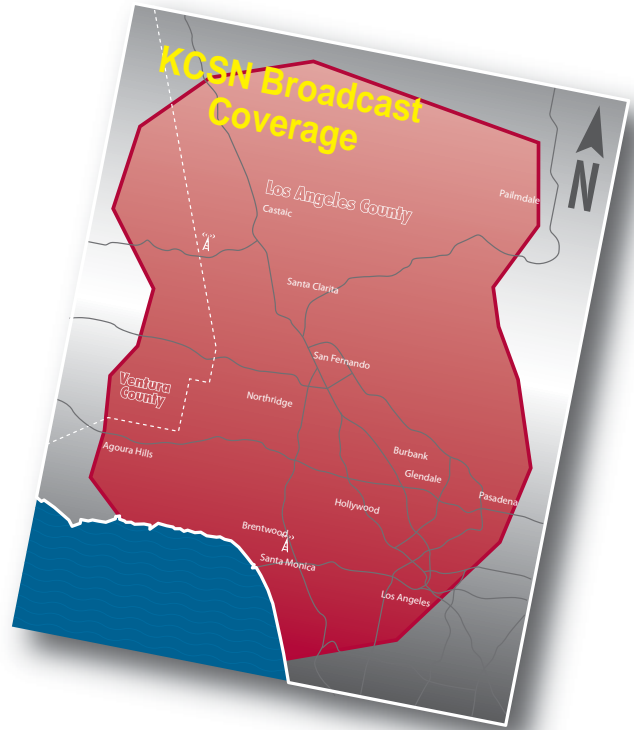
Radio Coverage

Banner Ad on KCSN Website
 Graphic Announcement at KCSN Events in September
 2 on air announcements a day 2 weeks prior to event
 4 announcements per weekend 2 weeks prior to event
 LIVE Broadcast at the Faire



3 Million People
 in Broadcast Area

And Streaming on the
 World Wide Web!!



Newspaper Promotion



Weekend Entertainment Section
 Monthly Chamber page

Space in Faire

Location, Canopy, Tables, Chairs

Event Day Visibility

Announcements at both stages
 Logo on working staff apparel
 Promotional give-aways

Chamber Benefits

Member benefits
 Advertisements in Monthly Newsletter
 Networking Promotion

Logo/Message Banner

Permanent - yours to keep



Street Faire

Exposure Benefits



(Sample flyer -some events TBD)

Store Window Posters

Displayed in windows of local stores and businesses

Flyers

Delivered with pizza boxes
In merchant stores
Sent to area schools

Sponsors area on Flyers

Website Visibility

On GH Chamber Website and other local sites

Street Pole Banners

Placed around city streets targeting major thoroughfares

Public Service Announcements

Cable, Community Newsletters, Other Media



(Sample Banner)





Title Sponsor- \$10,000

This is the best opportunity to promote your business, support your community and sponsor the largest festival in the North Valley. The Title Sponsorship Package provides broad exposure before, during and after the Street Faire. Present your business to hundreds of thousands of people before the event and over 20,000 people the day of the event. Just imagine the opportunity to directly market your business to over 20,000 Street Faire attendees that will be seeing your business all day long.



RADIO COVERAGE

- Banner Ad on KCSN Website
- Announcement of KCSN Events in September
- 2 on air announcements a day 2 weeks prior to event
- 4 announcements per weekend 2 weeks prior to event



NEWSPAPER

- Recognition of support in the monthly Daily News Chamber page (September through November)
- Logo displayed prominently as title sponsor in all "Street Faire" ads



PUBLIC SERVICE ANNOUNCEMENTS

- Cable, community newsletters, other media



STREET POLE BANNERS

- Title sponsor logo on all banners.
- 10 custom banners with your company name in the business sponsor section



STORE POSTERS

- Logo displayed prominently as the title sponsor of the "Street Faire" on all posters given to local businesses



WEBSITE VISIBILITY

- Company prominently displayed as the title sponsor on the Street Faire website
- Links throughout the website
- Remains up until April when the new site is put up for the following year
- Granada Chamber site and other local websites



CHAMBER MEMBERSHIP

- 1yr membership in Granada Hills Chamber of Commerce
- 4 full page advertisements in monthly Chamber newsletter



FLYERS

- Logo displayed prominently as the title sponsor for the "Street Faire" on over 10,000 flyers
- Passed out and given to parents and students at local K-12 schools
- Provided to local businesses for distribution/posting
- Added to area pizza boxes of Domino's, Numero Uno, and others



STAGE BANNERS

- Title Sponsor Acknowledgement



SPACE AT FAIRE

- Two double-size booths at two locations with canopy, table and chairs, and 2' x 6' banner at each location



EVENT DAY VISIBILITY

- Announcements and visibility at all entertainment stages
- Logo on all promotional materials
- Recognition on all signage
- Logo on working staff apparel

Only one title sponsor opportunity





Stage Sponsor- \$7,000

Spotlight your organization at one of the entertainment stages throughout the day. A captive audience will see your organization's logo all day long. Audiences and those passing by will not be able to miss the large banner at the back of the stage. Great opportunity for prime visibility.



RADIO COVERAGE

- Banner Ad on KCSN Website
- Announcement at KCSN Events in September
- 2 on air announcements a day 2 weeks prior to event
- 4 announcements per weekend 2 weeks prior to event



NEWSPAPER

- Recognition of support in the monthly Daily News Chamber page (September through November)
- Logo displayed prominently as Stage sponsor in all "Street Faire" ads



PUBLIC SERVICE ANNOUNCEMENTS

- Cable, community newsletters, other media



STREET POLE BANNERS

- 6 custom banners with your company name in the business sponsor section



STORE POSTERS

- Logo displayed prominently as the Stage sponsor of the "Street Faire" on all posters given to local businesses



WEBSITE VISIBILITY

- Company prominently displayed as a stage sponsor on the Street Faire website
- Links throughout the website
- Logo displayed on stage entertainment schedule
- 250x250 pixel home page box ad
- Remains up until April when the new site is put up for the following year.
- Granada Chamber site and other local websites



CHAMBER MEMBERSHIP

- 1yr membership in Granada Hills Chamber of Commerce
- 2 full page advertisements in monthly Chamber newsletter



FLYERS

- Logo displayed prominently as the stage sponsor for the "Street Faire" on over 10,000 flyers
- Passed out and given to parents and students at local K-12 schools
- Provided to local businesses for distribution
- Added to area pizza boxes of Domino's, Numero Uno, and others



STAGE BANNERS

- Large oversized banner acknowledging support will be the backdrop for the stage



SPACE AT FAIRE

- One double-size booth with canopy, table and chairs, and 2' x 6' banner.



EVENT DAY VISIBILITY

- Announcements and visibility at all entertainment stages
- Logo on all promotional materials
- Recognition on all signage
- Logo on working staff apparel

There will be 3 Stages - 3 sponsorships available





Platinum Sponsor- \$5,000

Create exposure at a reasonable cost with the platinum sponsorship. Your sponsorship dollars will go a long way - providing your organization with visibility throughout the Street Faire.



NEWSPAPER

- Logo displayed as a Platinum sponsor in all "Street Faire" ads



PUBLIC SERVICE ANNOUNCEMENTS

- Cable, community newsletters, other media



STREET POLE BANNERS

- 4 custom banners with your company name in the business sponsor section



STORE POSTERS

- Logo displayed prominently as a Platinum sponsor of the "Street Faire" on all posters given to local businesses.



SPACE AT FAIRE

- One double-size booth with canopy, table and chairs
- Banner for booth



FLYERS

- Logo displayed prominently as a Platinum sponsor for the "Street Faire" on over 10,000 flyers.
- Distributed to parents and students at local K-12 schools.
- Provided to local businesses for distribution.
- Added to area pizza boxes of Domino's, Numero Uno, and others.



CHAMBER MEMBERSHIP

- 1yr membership in Granada Hills Chamber of Commerce
- 2 full page advertisements in monthly Chamber newsletter



WEBSITE VISIBILITY

- Company prominently displayed as a Platinum sponsor on the Street Faire website
- Links throughout the website
- Logo displayed with entertainment schedule
- Remains up until April when the new site is put up for the following year.
- Visibility on the Granada Chamber site and other local websites



STAGE BANNERS

- Large oversized banner acknowledging support will be the backdrop for the stage



EVENT DAY VISIBILITY

- Announcements and recognition on all signage

Limit of 2 Sponsors at Platinum Level





Community Sponsor - \$2,000



RADIO

- Sponsor acknowledgement on live broadcast by KCSN on day of event
- Pre-event promos



NEWSPAPER

- Logo sized and displayed proportionally to Sponsorship level



PUBLIC SERVICE ANNOUNCEMENTS

- Cable, radio, community newsletters, other media



STORE POSTERS

- Logo sized and displayed proportionally to Sponsorship level
- Posters provided to area businesses



FLYERS

- Logo sized and displayed proportionally to Sponsorship level
- Sent to K-12 area schools
- Provided to businesses for distribution
- Area pizza boxes



EVENT DAY VISIBILITY

- Announcements at entertainment stages
- Logo on sponsor banner at all stages



LOGO BANNERS

- One large banner for booth



STREET POLE BANNERS

- 3 Banners with Name in specific business area



CHAMBER MEMBERSHIP

- 50% off 1yr membership in Granada Hills Chamber of Commerce
- 1 free full page advertisement in 1 Chamber monthly newsletter



WEBSITE LINK

- Posted 60 days prior to event
- Remains on Chamber site until year end



SPACE AT FAIRE

- One Standard size booth with canopy, table and chairs





Support Sponsor - \$1,000



NEWSPAPER

- Logo sized and displayed proportionally to Sponsorship level



STORE POSTERS

- Logo sized and displayed proportionally to Sponsorship level
- Posters provided to area businesses



FLYERS

- Logo sized and displayed proportionally to Sponsorship level
- Sent to K-12 area schools
- Provided to businesses for distribution
- Area pizza boxes



STREET POLE BANNER

- 1 Banner with Name in specific business area



WEBSITE LINK

- Posted 60 days prior to event



SPACE AT FAIRE

- One Standard size booth with canopy, table and chairs



EVENT DAY VISIBILITY

- Announcements at entertainment stages
- Logo on sponsor banner at both stages



Street Faire

Sponsor Comparison



	Title	Stage	Platinum	Community	Support	
Radio Coverage						
Prime time spots on KCSN	*	*				
Sponsor acknowledgement during live broadcast	**	*	*	*		
Pre-event promos	***	**	*	*		
Newspaper						
Logo displayed according to level	*	*	*	*	*	
Prominent positioning in ads	*					
Public Service Announcements						
Cable	*	*	*	*		
Radio	*	*	*	*		
Community newsletters	*	*	*	*		
Other media	*	*	*	*		
Store Posters						
Logo displayed according to level	*	*	*	*		
Posters provided to area businesses	*	*	*	*	*	
Flyers						
Logo displayed according to level	*	*	*	*	*	
Sent to K-12 area schools	*	*	*	*	*	
Left at businesses for distribution	*	*	*	*	*	
Area pizza boxes	*	*	*	*	*	
Street Pole Banners						
Logo on all banners	*					
Name on banner	*	*	*	*	*	
Banners in specific business areas	10	6	4	3	1	
Website Link						
Posted 60 days prior to event	*	*	*	*	*	
Remains posted until following year's event	*	*				
Remains posted through end of year			*	*		
Space at Faire						
Double space booth	2	1	1			
Standard size booth				1	1	
Canopy, table, chairs	**	*	*	*	*	
Banner	**	*	*	*		
Chamber Membership						
Membership	One year	One year	One year	50% off		
Ad in monthly newsletter	4/year	2/year	2/year	1/year		
Event Day Visibility						
Announcements at all stages	*	*	*	*	*	
Logo on stage banners	*	*	*	*	*	
Logo on working staff apparel	*					
Promotional give-aways	*					
Logo Banners						
Banner for each booth	*	*	*	*		
Separate Stage banner	*	*				
Acknowledgment on Stage Banner			*	*	*	



Street Faire

Sponsor Levels

Application 

Level Desired:

- _____ **Title Sponsor** @ \$10,000 - Only one sponsor at this level
- _____ **Stage Sponsor** @ \$7,000 - Three sponsors at this level
- _____ **Platinum Sponsor** @ \$5,000 - Two sponsors at this level
- _____ **Community Sponsor** @ \$2000 - Four Available
- _____ **Support Sponsor** @\$1,000 - Multiple sponsorships accepted

June 15th is the deadline to receive the complete benefit package at the Title, Stage and Platinum levels. This page faxed in along with applicable artwork and payment notice will secure the sponsorship. Contact the Chamber for special requests or needs. After June 15th, all applications for sponsorship at every level will be considered with negotiated benefits.

Please make checks payable to the "Granada Hills Chamber of Commerce". The Chamber is a 501(c)(6) not for profit organization. Our federal tax ID number will be provided upon request.

Sponsor Name: _____

Contact Person: _____

Telephone: _____ Email: _____



Granada Hills Chamber of Commerce
818-368-3235 www.grnadachamber.com
FAX 818-368-7425

Chamber Executive Director: Paul M. Lacayo
 Committee: Mike Kabo, Nicki Wheeler
 Donna Tregaro, Nicki Heyd