



2023 Downtown Berkeley Sponsorship Opportunities

DOWNTOWN BERKELEY AT A GLANCE

Downtown Berkeley is the city's central business district, home to renowned restaurants, trendy coffee shops, and an internationally recognized performing arts district next door to the UC Berkeley campus. Other cultural standouts includes the Berkeley Repertory Theatre, Berkeley Art Museum, Freight & Salvage, and other live music venues. A modern and activated Plaza and a weekly farmers' market are also among the attractions in the Downtown.

Downtown District

- **24** Walkable urban blocks adjoining UC Berkeley
- **10,000** Residents in or near Downtown
- **Approx. 5,000** Downtown Berkeley housing units in pipeline
- **1.6 million** Annual visitors

Students, Students, Students

- **66,678** UC Berkeley grad, undergrad, staff
- **7,971** Berkeley City College
- **3,597** Berkeley High School
- **3,489** Other educational Institutions

Annual Visitors to our world class arts district

- **190,778** Berkeley Repertory Theatre
- **136,369** Berkeley Art Museum
- **125,000** UC Theatre
- **100,000** Freight & Salvage
- **110,000** Other venues

Our Plaza is an important transit HUB

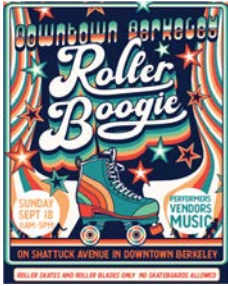
- **4M+** Annual BART Downtown Berkeley riders
- **2,000 +** Parking Spaces
- **1000** AC Transit daily BART Downtown Berkeley riders

Downtown Berkeley Association reach

- **3,000** "It Starts Here!" Enews
- **6,000** Social media followers
- **80+** BigBelly advertising displays
- **10** IKE digital displays citywide



DOWNTOWN EVENTS BY THE NUMBERS



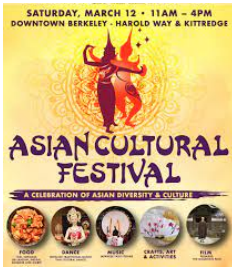
In 2022 the **Roller Boogie** brought thousands of roller skaters of all skill levels into our downtown for an entire afternoon of free skating, lessons, multiple DJs, vendors, and food! 2023 will be even bigger!

Location Shattuck Ave btwn University & Kittredge

Date(s) Twice a Year: May & September

Audience Skating enthusiast of all ages, Families, College, High School

Numbers 3-5k attendees



In 2022 the **Asian Cultural Festival** brought together a diverse gathering of Bay Area Asian communities. The event included dance performances, live music, food, vendors. In 2023 we will move the event to a larger space and expect twice the attendance.

Location Civic Park in the heart of Downtown Berkeley

Date(s) March, April, Spring

Audience Families

Numbers 1k attendees



In 2022 the **Front Row Festival** was a day-long celebration of Berkeley arts organizations. The event featured live performances including theatre, comedy, and live music on multiple stages.

Location Shattuck Ave btwn University & Kittredge

Date(s) June, Late Spring

Audience Families, 40 + year old residents, Theater members

Numbers 5-6k attendees



Since 2018 Downtown Berkeley's has celebrated **Pride** on our Plaza with live music, drag performances, surprises guests, information, and vendor booths are featured. Free fun for the whole family.

Location Downtown Berkeley BART Plaza

Date June TBD

Audience College Students, High School, Families

Numbers 800 – 1k



Since 2018 we have celebrated the Holidays in Downtown Berkeley, starting with our Halloween events and on into December with our **Holiday on the Plaza** featuring a visit from Santa.

Locations Downtown Berkeley

Date October/December

Audience Students and Families

Numbers 200 – 1k each



DOWNTOWN BERKELEY SPONSORSHIP OPPORTUNITIES

SCHEDULE OF BENEFITS

Sponsorship Levels

Title Sponsor Packages (Platinum +)

*	Bronze \$2k	Silver \$5k	Gold \$15k	Platinum \$20k	2 events \$30k	4 events \$40k
MAX SPONSORS	8	4	2	1	2	1
Stage sponsor				✓	✓	✓
Exhibit booth 10x10			✓	✓	✓	✓
Logo with link on event site			✓	✓	✓	✓
Name on event page	✓	✓	✓	✓	✓	✓
Logo on sponsorship banner during event		✓	✓	✓	✓	✓
BigBelly recycling bin side placards		✓	✓	✓	✓	✓
Logo on printed flyers, event maps	✓	✓	✓	✓	✓	✓
Logos in Enews blasts		1 mention	2 mention	4 mentions	8 mentions	8 mentions
Mentions in social media posts		1 mention	2 mention	4 mentions	8 mentions	8 mentions
Press Release mention		✓	✓	✓	✓	✓
MC Greeting at event				✓	✓	✓

DOWNTOWN BERKELEY SPONSORSHIP OPPORTUNITIES

BENEFITS DEFINED

Benefit	Definition
Stage sponsor	Up to 2 Stage Sponsors at this level will have their businesses listed on blades set up on either side of the stage. This placement will be right in the middle of the action.
Exhibit booth 10x10	Sponsors at this level will be entitled to have their own manned 10x10 booth on an assigned area on event grounds during the event.
Logo with link on event site	Each marquee event has its own event webpage. At this level sponsors will have important placement where sponsors are listed along with logos and hyperlinks to a business website by which traffic can be captured.
Name on event page	All sponsorship levels are entitled to be listed on main event webpages.
Logo on sponsorship banner during event	Have your organizations' logo and sponsorship level listed on event sponsor Thank You physical banners.
BigBelly recycling bin side placards	Eligible Sponsor logos will be included on up to 30 side panel placards.
Logo on printed flyers, event maps	Sponsors at these levels will have their organizations logo added to printed side panels.
Logos in Enews blasts	All printed support materials (i.e., posters, flyers, maps etc..) will include your organizations logo. <i>Event Package Sponsors</i> will be entitled to include QR codes on these materials.
Mentions in social media posts	We will include tags and mentions of eligible sponsors in posts across all our social media channels.
Press Release mention	The DBA will issue a press release for each marquee event with follow up advisory announcement closer to the events. Top level sponsors will be listed.
MC Greeting at event	Greet attendees from the main stage. Use this opportunity to introduce your organization.

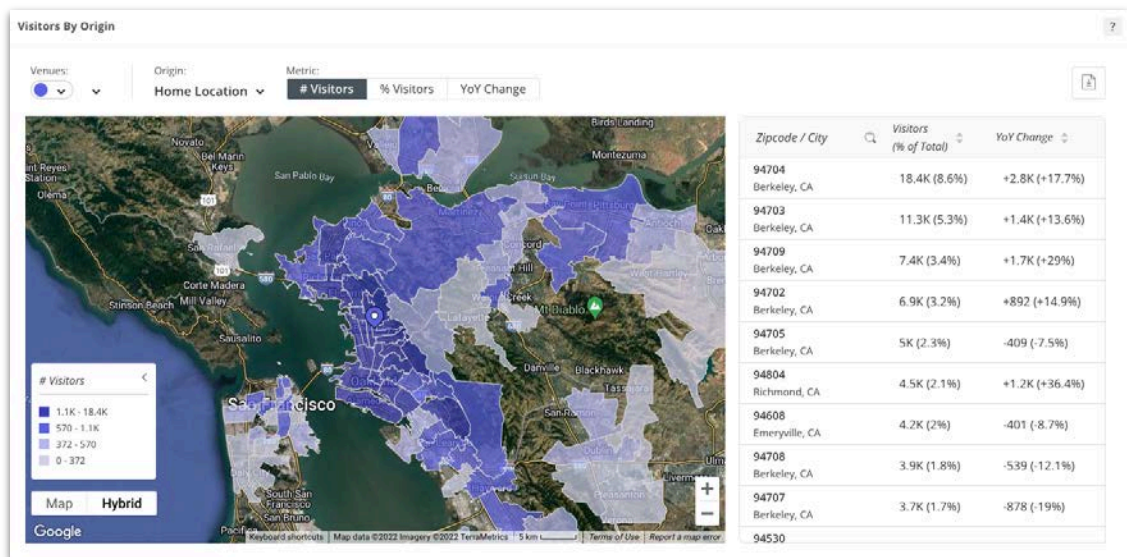
DOWNTOWN BERKELEY SPONSORSHIP OPPORTUNITIES

METRICS – POST REPORTING

As an event sponsor your Post-Event Sponsorship Report will include the following information depending on your chosen sponsorship level.

*	Bronze \$2k	Silver \$5k	Gold \$15k	Plat \$20k	2 evnts \$30k	4 evnts \$40k
*Visitor Analysis Report	✓	✓	✓	✓	✓	✓
Press Release		✓	✓	✓	✓	✓
Event Website Traffic			✓	✓	✓	✓
Social Media Report			✓	✓	✓	✓
Event Photos	✓	✓	✓	✓	✓	✓
Collected anecdotal	✓	✓	✓	✓	✓	✓
Executive Briefing				✓	✓	✓

*Visitor and demographic data is sourced through a paid partnership with Placer.ai



LEGEND

- Visitor Information
- Berkeley BART Station
- BART Station Entrance
- AC Transit Bus Stop
- UC Shuttle Stop
- Taxi Stand
- Public Parking
- UC Parking (public use after 5pm & weekends)
- Bike Route
- Car-share Service

S. SHATTUCK EXTENSION

DWIGHT WAY
BLAKE ST
PARKER ST
CARLTON ST

to Hwy 20

see S. Shattuck Extension Map

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2023 Sponsorship Commitment Form

Thank you for your support!

Date: _____ Company: _____

Contact & Title: _____

Address: _____

City _____ State _____ Zip _____

Phone: _____ Email: _____

This is to confirm the above-mentioned company has committed to sponsor arts and entertainment programming in Downtown Berkeley.

Sponsorship Level: _____ Amount: _____

Specific Event(s): _____

Signature: _____ Date: _____

If you have any questions, please contact Matthew Jervis at mjervis@downtownberkeley.com

Thank you.

