



**2024**  
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. Cultural standouts includes the Berkeley Repertory Theatre, Berkeley Art Museum, Freight & Salvage, and other live music venues. A newly renovated BART Plaza is hub and gateway to our revitalized 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
- **35,000 +** Attendees annually at Downtown events

## 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
- **1,000** AC Transit daily 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 Marquee Events



**Pride on the Plaza Variety Show** celebrates LGBTQIA in June Pride month with live music, family-friendly drag performances, surprises guests, community information, and vendor booths. Free for the whole family.

**Location:** *Downtown Berkeley BART Plaza*

**Date:** *June*

**Audience:** *Students, Families*

**Attendees:** **2,600 in 2023**



**Front Row Arts Festival** is a day-long celebration of the arts in Downtown Berkeley arts organizations. The event features live performances with music, theatre, comedy, and on multiple stages.

**Location:** *Shattuck Ave between University & Kittredge*

**Date:** *Late Summer*

**Audience:** *Families, Students*

**Attendees:** **6,210 in 2023 → 2024 Bigger & Better (see next slide)**



**Roller Boogie** brings thousands of roller skaters of all skill levels into our Downtown for an afternoon of free skating, lessons, multiple DJs, vendors, and food. 2023 will be even bigger!

**Location:** *Shattuck Ave between University & Kittredge*

**Date:** *September*

**Audience:** *Skating enthusiast of all levels, Families, Student*

**Attendees:** **7,260 in 2023**



**Halloween Hootenanny** and **Holiday on the Plaza** round out our annual event programming. Each event is a family friendly affair featuring music, crafts, vendors, and prizes and treats.

**Location:** *Downtown Berkeley BART Plaza*

**Dates:** *October & December*

**Audience:** *Students, Families*

**Hootenanny Attendees: 1,200 Holiday on the Plaza: 1,500**



# Front Row Arts Festival—BIGGER & BETTER IN 2024!

	2023	2024	Notes
<b>Date</b>	July 22, 2023	Aug/Sept 2024	Moving to when students back!
<b>Attendees</b>	6,200	12-15,000	Build upon last year's success
<b>Performers</b>	8	10	Larger acts
<b>Stages</b>	2	2+	Two full stages
<b>Partners</b>	7	10	More Berkeley arts partners
<b>Event Sponsors</b>	7	10	Title + more!
<b>Budget</b>	\$60,000	\$80,000	Increased invest in acts, & publicity



# Downtown Berkeley Sponsor Levels

	Sponsor Level	Bronze	Silver	Gold	Platinum
	Front Row Arts Festival	\$5,000	\$10,000	\$20,000	\$40,000
	All Other Events	\$2,500	\$5,000	\$10,000	\$20,000
E V E N T	Title Sponsor				✓
	VIP Passes				✓
	Welcome Greeting				✓
	Stage Sponsor			Logo	Logo
	Thank You Signage		Logo	Logo	Logo
	Exhibit Booth		✓	✓	✓
P R I N T	BigBelly Placards	Name	Name	Logo	Logo
	Posters, Postcards & Event Maps		Name	Name	Logo
	Advertising			Logo	Logo
D I G I T A L	IKE Smart Kiosks			Logo	Logo
	Event Page	Name	Logo	Logo	Logo
	Enews Blasts	Name	Name	Logo	Logo
	Social Media Posts	Name	Name	Logo	Logo
	Press Release	Name	Name	Name	Quote

# Downtown Berkeley Sponsor Benefits

	BENEFIT	DESCRIPTION
	<b>Title Sponsor</b>	Premiere title and logo placement on all events publicity. For example, “Downtown Berkeley Association in partnership with ABC Company presents...”. Also, option to include QR codes.
	<b>VIP Passes</b>	Title Sponsors will receive up 6 VIP passes for backstage access with hospitality. (Front Row Arts Festival only)
<b>E V E N T</b>	<b>Welcome Greeting</b>	Greet attendees from the main stage. Use this opportunity to introduce your organization and support.
	<b>Stage Sponsor</b>	Logos on blades set up on either side of the stage. This placement will be right in the middle of the action.
	<b>Thank You Signage</b>	Your logo or name and sponsorship level listed on banner or signage prominently displayed at event.
	<b>Exhibit Booth</b>	Sponsors entitled to have their own manned 10x10 booth on an assigned area on event grounds during the event.
<b>P R I N T</b>	<b>BigBelly Placards</b>	Logos included on large event placards installed on 30+ BigBelly’s throughout the Downtown prior to event.
	<b>Posters, Postcards &amp; Event Maps</b>	Logo or name on other printed material including possible postcards, handcards, smaller posters for retailer windows, and event maps when applicable.
	<b>Advertising</b>	Logos in print advertising in the <a href="#">Berkeley Times</a> , and digital advertising on <a href="#">Berkeleyside</a> .
<b>D I G I T A L</b>	<b>IKE Smart Kiosks</b>	Rotating large electronic ad with logos on five IKE SmartCity Kiosks in the Downtown increasing to 14 in 2024.
	<b>Event Page</b>	Each marquee event has its own event webpage. Depending on sponsorship levels sponsors will have placement of logos or names with links to your website.
	<b>Enews Blasts</b>	Our emailed Eblast reaches over 4,000 subscribers twice a month and will include your organizations logo and text associated with your support of the event(s).
	<b>Social Media posts</b>	We will include tags and mentions of eligible sponsors in posts across all our social media channels.
	<b>Press Release</b>	Press Release and Media Advisory will include names of sponsors. Title sponsors will be provided opportunity to include quote.

# Downtown Berkeley Reporting Metrics

All Sponsorship Levels receive a *Sponsor Post-Event Report* that includes:

- Placer.ai Visitor Analysis Report
- Media Placements
- Event Website Traffic
- Social Media Samples
- Event Photos
- Collected Anecdotal



Front Row Arts Festival 2023  
Sponsorship Post Event Report



Digital: Facebook event page, FB boosted ad, Berkeleyside 450k imp

# Downtown Berkeley Event Zone Map



Our **Event Zone** is located in the heart of the city, including our beautiful plaza, located on top of the Downtown Berkeley BART station, and surrounding streets. This makes our events incredibly easy to find, attend, with high visibility and neighboring amenities.





# Downtown Berkeley Commitment Form

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**I confirm our company is committed to sponsor the following event(s) in Downtown Berkeley at the following level, with 50% of sponsorship is due upon signature, and 50% due upon event completion.**

Sponsor Level: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Event(s): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**THANK YOU FOR YOUR SUPPORT!**

Please contact Matthew Jervis with any questions  
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