

The Rockridge District Association proudly presents...



rockridge **OUT & ABOUT**

Street Festival on College Avenue
SUNDAY, SEPTEMBER 27, 2009

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www.rockridgeoutandabout.com

Out & About Sponsorship Opportunities

For the third year, the Rockridge District Association (RDA) invites College Avenue Merchants, Businesses and Community Sponsors to participate in **Rockridge Out & About**, a festival celebrating College Avenue, taking place on Sunday, September 27, 2009. For the third year running, over half a mile of College Avenue will be closed and transformed into a street festival.

What: **Rockridge Out & About**, a festival celebrating College Avenue

When: Sunday, September 27, 2009, 11 a.m. – 6 pm.

Where: College Avenue closed between Manila and Claremont Ave and including the area between Broadway and Alcatraz

Who: Rockridge District Association, a 501(c) 3 business improvement district (TIN #94-3399318)

Why: To promote Oakland's Rockridge businesses located on College Avenue

Event Description: College Avenue will transform into a street festival focusing on the retail merchants, businesses and services located on College Avenue

Festival Highlights: Live Music, Chef Stage, Market Hall's Picnic in the Street, Rockridge Merchant/Artisan Marketplace, Gourmet Food & Beverage Booths, Street Entertainment, North of Claremont Sidewalk Scene, Out & About Passport to Prizes

Festival Website: www.rockridgeoutandabout.com



About the Rockridge Business District

- Rockridge is one of Oakland's leading retail districts
- Rockridge's main thoroughfare, pedestrian friendly College Avenue, boasts over 80 restaurants, dozens of cafes, specialty food stores, independent upscale boutiques and galleries, and well-stocked bookstores.
- *Money Magazine* deemed Rockridge the top place to live in the USA.
- According to the last Census, the average median income of residents living within 1/2 mile of the Rockridge area was \$79,970, the median age was 37, and college attendance a whopping 84.1%.
- The Rockridge BART Station is located at the heart of the festival attracting visitors from all over the Bay Area. A transportation hub, Rockridge is easily accessible from Highway 24 and is located between Cal Berkeley and Downtown Oakland
- The event will appeal to the sophisticated and affluent residents living in Rockridge and surrounding neighborhoods.

Featured Festival Areas & Stages

- | | | |
|---------------------|--------------------|-----------------|
| ❖ Wellness Tent | ❖ Kid's Court | ❖ Artisan Alley |
| ❖ Green Living Expo | ❖ O&A Art Gallery | ❖ Chef Stage |
| ❖ Home and Garden | ❖ Rockridge Runway | ❖ Main Stage |

Sponsor a Festival Area or Stage

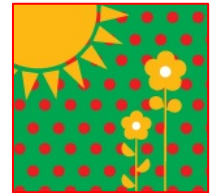
When you sign-up to be a *Festival Area Sponsor* your logo will appear in all advertising, which will include web, print, and radio advertising. You will also have a booth location centered in a high traffic zone within the Area or in another location of your choice. Festival Areas will be designated with banners with the sponsor's name and logo.

FESTIVAL AREA DESCRIPTIONS



Wellness Tent - The Wellness Tent will include a wide variety of inspiring and fun exhibitors featuring bodywork, nutritionist, yoga, acupuncture, chiropractic, and other progressive health industry partners. Rockridge is flush with businesses and people who want to help you reach your own personal wellness.

Green Living Expo - Green exhibitors are businesses and non-profits whose products and services cover a range of market sectors and sub-sectors, such as: Green building supplies, socially responsible investing and "green stocks", eco-tourism and more. Brand your company as a leader in the "green" movement by sponsoring the *Green Living Expo*.



Rockridge Home & Garden - A new addition to Rockridge, the Home & Garden Area will transform College Avenue into an exhibit hall featuring the unique furniture, antiques, plants, home décor and more.



Main Stage – This wide intersection creates a perfect location for the main music stage, which will feature performances by well-known Bay Area musicians.

Chef Stage - This popular festival highlight will again showcase the fantastic restaurants and food purveyors of Rockridge. Chefs from these fine restaurants will give scheduled demonstrations and presentations throughout the day, sharing cooking tips, recipes, book signing, and networking.



Kid's Court - Located at the Rockridge BART station, activities will include giant bounce houses, slides, train rides, interactive games, face painting, jugglers, vendors geared towards families and children. Thousands of Rockridge families will spend time in this area!

Artisan Alley- Highlighting local artists and their wares.

Out & About Art Gallery - This is the festival's shared, collective area featuring the work of local fine artists. Exhibit may include live painting, Rockridge themed art exhibit, sculpture garden.



Rockridge Runway - The *Rockridge Runway* is an à la carte fashion show highlighting the local clothing boutiques, accessory and shoe shops, children's clothing stores, salons, and spas.

Usage Statistics for rockridgeoutandabout.com

Summary Period: Last 12 Months
Generated 28-Jun-2009 01:50 EDT

Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Jun 2009	215	140	49	28	459	191112	804	1397	3926	6029
May 2009	177	134	34	23	485	2329538	716	1079	4182	5516
Apr 2009	204	146	31	20	504	2209074	620	955	4399	6144
Mar 2009	124	82	28	17	293	719425	541	892	2572	3855
Feb 2009	103	79	31	19	278	284140	559	881	2238	2906
Jan 2009	92	67	32	21	323	536355	668	1018	2103	2879
Dec 2008	93	70	28	20	357	614919	621	874	2186	2895
Nov 2008	94	70	32	22	391	240720	672	974	2101	2842
Oct 2008	163	116	45	30	629	64107	948	1395	3621	5060
Sep 2008	2875	2482	383	145	3449	947331	4355	11498	74471	86260
Aug 2008	164	117	31	16	342	373884	525	966	3637	5094
Jul 2008	17	11	5	3	68	191714	96	137	291	437
Totals						8702319	11125	22066	105727	129917

Usage Statistics for oaklandevents.net

Summary Period: Last 12 Months
Generated 27-Jun-2009 23:21 EDT

Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Jun 2009	458	333	90	55	1099	605041	1510	2454	8995	12377
May 2009	286	195	72	47	908	364988	1474	2234	6067	8893
Apr 2009	383	245	66	39	1090	525588	1194	2000	7375	11506
Mar 2009	374	224	63	36	1055	323996	1118	1983	6974	11599
Feb 2009	288	203	57	37	1055	96492	1036	1620	5702	8076
Jan 2009	266	203	75	43	1374	89137	1348	2328	6296	8273
Dec 2008	460	360	88	55	1371	286058	1713	2757	11185	14276
Nov 2008	429	340	82	49	1147	311582	1477	2473	10203	12872
Oct 2008	1243	947	164	105	3064	936096	3262	5098	29382	38554
Sep 2008	1093	866	145	90	2547	1070319	2722	4374	25996	32818
Aug 2008	1748	1419	235	123	3391	2067445	3831	7300	44019	54199
Jul 2008	1837	1462	223	119	4470	2118567	3716	6943	45345	56961
Totals						8795309	24401	41564	207539	270404

Sponsorship Packages:

Out & About Title Sponsor \$25,000

- Company Name & Logo Sponsor Banner prominently displayed at festival entrances (sponsor supplied)
- Title Sponsor recognition on all event marketing collateral including posters, ads, banners, press releases
- Preferred booth placement
- Opportunity to introduce “promotional items” to event participants & guests
- Two (2) 10'x10' covered concession space (includes tent, tables, & chairs)
- Logo listing & recognition as the Title Sponsor in the sponsor section of official event website
- Website linking from official event website and RDA website

Festival Area Stages Sponsor \$10,000

- Company Name & Logo Sponsor Banner prominently displayed on Stage (sponsor supplied)
- Company Logo recognizing you as Stage Sponsor on all event collateral incl., posters, ads, banners, & press releases
- Preferred booth placement
- Opportunity to introduce “promotional items” to event participants & guests
- Two (2) 10'x10' covered concession space (includes tent, tables, & chairs)
- Logo listing & recognition as the Stage Sponsor in the sponsor section of official event website
- Website linking from official event website and RDA website

Other Festival Area Sponsors \$5,000

- Company Name & Logo Sponsor Banner prominently displayed at Sponsored Festival Area (sponsor supplied)
- Company Logo recognizing you as Festival Area Sponsor on all event collateral incl., posters, ads, banners, radio announcements, & press releases
- Preferred booth placement
- Opportunity to introduce “promotional items” to event participants & guests
- One (1) 10'x10' covered concession space (includes tent, tables, & chairs)
- Logo listing & recognition as the Festival Area Sponsor in the sponsor section of official event website
- Website linking from official event website and RDA website

Supporting Sponsor \$2,500

- Company Logo recognizing you as Supporting Sponsor on all event collateral incl., posters, festival website
- One (1) 10'x10' covered concession space (includes tent, tables, & chairs)
- Logo listing & recognition as a Supporting Sponsor in the sponsor section of official event website
- Website linking from official event website and RDA website

Friends of Rockridge \$1,000

- Company Name and Logo on event Friends of Rockridge Banner
- One (1) 10'x10' covered concession space (includes tent, tables, & chairs)
- Logo listing & recognition as a Friend of Rockridge in the sponsor section of official event website
- Website linking from official event website and RDA website

College Ave Fan Club \$500

- One (1) 10'x10' covered concession space (includes tent, tables, & chairs)
- Logo listing and recognition as a College Ave Fan in the sponsor section of official event website
- Website linking from official event website and RDA website