



SATURDAY, SEPTEMBER 25, 2010

PRESENTING SPONSOR BENEFITS:

- All printed materials promoting Festival will recognize you as *presented by...*
 - Advertising (print ads, online campaign, retail posters)
 - Website (includes link to sponsor site)
 - E-newsletters distributed to 8,000 through Uptown Dallas, Inc.
 - Festival program/map
 - Event signage
 - Event media relations
- Exclusive Press Release dedicated to the announcement of your sponsorship
- Consultation and our best efforts to create a relevant event marketing experience for your brand
- Category exclusivity
- Premium position 10' x 20' tent to promote product/service to attendees
- Premium stage signage for logo (in addition to presented by listing above)
- Premium entrance/exit signage for logo (in addition to the presented by listing above)
- Recognition from the stage throughout the festival
- A trolley car designated as your company trolley and can feature a corporate banner and representatives
- Up to 20 VIP passes (includes VIP tent access with complimentary food & drink)
- Up to 20 invites for Festival Kick-Off Party (date TBD) and Sponsor Party (date TBD)
- Opportunity to provide attendees with promotional premium at entrance or exit (fans, cups, etc.)
- Name recognition on UDI website (posted for minimum 6 months)
- Honorary Deluxe Benefits in UDI for duration of sponsorship period (Deluxe Benefits attached)
- Category exclusivity
- First right of refusal for 2011 renewal
- 10% discount for two year commitment and 15% for three year commitment

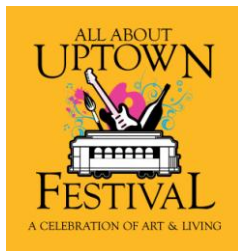
Investment: \$25,000

To maximize marketing benefits, please commit by June 30, 2010

Your company will be recognized at the All About Uptown Festival Kick-Off Event.

Advertising print deadlines, July 1, 2010

**Uptown Dallas, Inc. is a 501 (c) (3) nonprofit organization charged with managing the Uptown Public Improvement District, through various programs, initiatives and collaborations.*



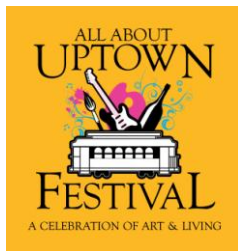
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PLATINUM SPONSOR BENEFITS:

- All printed materials promoting Festival will recognize *Platinum Sponsors (logos where available)*
 - Advertising (print ads, online campaign, retail posters)
 - Website (includes link to sponsor site)
 - E-newsletters distributed to 8,000 through Uptown Dallas, Inc.
 - Festival program/map
 - Event signage
 - Event media relations
- Consultation and our best efforts to create a relevant event marketing experience for your brand
- 10' x 20' tent to promote product/service to attendees
- Signage for logo (in addition to listing above)
- Up to 10 VIP passes (includes VIP tent access with complimentary food & drink)
- Up to 10 invites for Festival Kick-Off Party and Sponsor Party (dates TBD)
- Name recognition on UDI website (posted for minimum 6 months)
- Honorary Deluxe Benefits in UDI for duration of sponsorship period (Deluxe Benefits attached)
- First right of refusal for 2011 renewal
- 10% discount for two year commitment and 15% for three year commitment

Investment: \$15,000

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PREMIER ACTIVITY SPONSOR

Chef Demonstration Tent

Or

Uptown Main Stage

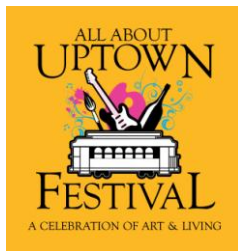
There are two main entertainment areas that are part of the “heart” of Uptown – celebrity chefs and the Uptown Main Stage. These two attractions will be highly publicized and attended. As a sponsor, you will have naming rights for that specific area.

- Category exclusivity
- All printed materials promoting Festival will recognize the activity area as the “Your name Chef Showcase”
 - Advertising (print ads, online campaign, retail posters)
 - Website (includes link to sponsor site)
 - E-newsletters distributed to 8,000 through Uptown Dallas, Inc.
 - Event signage
 - Event media relations
- Exclusive press release with your company announcing the respective area line-up
- Additional 10'x 10' tent adjacent to the activity area (if needed)
- Prominent Activity signage
- Reference to corporate name during the festival from the respective stage
- Honorary Deluxe Benefits in UDI for duration of sponsorship period (Deluxe Benefits attached)
- Up to 8 VIP passes (includes VIP tent access with complimentary food & drink)
- Up to 8 invites for Festival Kick-Off Party and Sponsor Party (dates TBD)
- Name recognition on UDI website (posted for minimum 6 months)
- First right of refusal for 2011 renewal

Investment: \$10,000

Other sponsors may have a presence within the Chef Demonstration tent. All subject to final approval by Uptown Dallas, Inc.

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There are several unique activity areas within the All About Uptown Festival site. As a sponsor, you will have naming rights for that specific area.

~~**Historic Tours**~~ **SOLD**

Little Ones

~~**Pets R Uptown**~~ **SOLD**

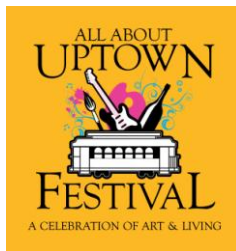
~~**VIP Lounge**~~ **SOLD**

~~**Performing Arts Stage**~~ **SOLD**

- All printed materials promoting Festival will recognize you as an activity sponsor
 - Advertising (print ads, online campaign, retail posters)
 - Website (includes link to sponsor site)
 - E-newsletters distributed to 8,000 through Uptown Dallas, Inc.
 - Festival program/map
 - Event signage
 - Event media relations
- Prominent Activity signage
- Reference to activity with corporate name
- Additional 10'x 10' tent adjacent to the activity area (if needed)
- Inclusion in Press Release to announce sponsors
- Inclusion in Press Release to announce activity areas
- Honorary Deluxe Benefits in UDI for duration of sponsorship period (Deluxe Benefits attached)
- Up to 6 VIP passes (includes VIP tent access with complimentary food & drink)
- Up to 6 invites for Festival Kick-Off Party and Sponsor Party (dates TBD)
- Name recognition on UDI website (posted for minimum 6 months)
- First right of refusal for 2011 renewal

Investment: \$5,000 or Greater

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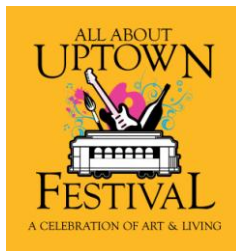
PREMIUM BOOTH EXPERIENCE

This is an ideal opportunity for a company to create a true interactive experience for Festival guests and showcase the varied activities within their organization.

- Premium 10' x 20' booth space with additional décor such as flooring, side walls, electricity for lighting
- Premium recognition within Festival marketing materials
 - Advertising (online campaign, retail posters)
 - Website (includes link to sponsor site)
 - E-newsletters distributed to 8,000 through Uptown Dallas, Inc.
 - Festival program/map
 - Event media relations
- Inclusion in Press Release to announce activity areas
- Up to 4 VIP passes (includes VIP tent access with complimentary food & drink)
- Up to 4 invites for Festival Kick-Off Party and Sponsor Party (dates TBD)
- Name recognition on UDI website (posted for minimum 6 months)
- First right of refusal for 2011 renewal

Investment: \$3,500

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There are several unique marketing and underwriting opportunities within the All About Uptown Festival site. As a sponsor, you will be underwriting an area of the Festival.

~~Volunteer Tent and T-Shirts SOLD~~

~~Festival Bags SOLD~~

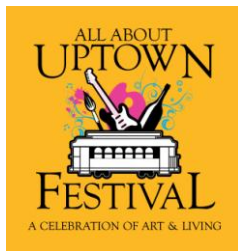
~~Logo Embossed Fans SOLD~~

- All printed materials promoting Festival will recognize you as an event sponsor with a listing
 - Website (includes link to sponsor site)
 - E-newsletters distributed to 8,000 through Uptown Dallas, Inc.
 - Festival program/map
 - Event media relations
- Signage where appropriate
- Reference to area with corporate name as appropriate
- 2 VIP passes (includes VIP tent access with complimentary food & drink)
- 2 invites for Festival Kick-Off Party and Sponsor Party (dates TBD)
- Name recognition on UDI website (posted for minimum 6 months)
- First right of refusal for 2011 renewal

Investment: \$2,500

Festival committee will provide competitive bids for items which need to be produced on behalf of the underwriters such as volunteer t-shirts, bags, premiums, etc.

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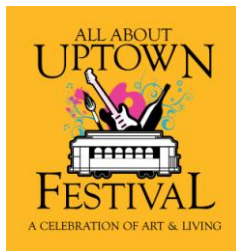
KICK OFF COCKTAIL PARTY SPONSOR:

*Exclusive opportunity to host Uptown stakeholders, members and prospective sponsors and their guests at your location of choice and invite your clients, vendors and staff to mingle.
Anticipated attendance 150 guests.*

- All printed materials promoting Festival KICK OFF PARTY will recognize you as sponsor
 - Kick Off Invite
 - Logo on event signage
 - E-newsletters distributed to 8,000 through Uptown Dallas, Inc.
- Press release with photos from the Kick Off Party to be distributed to media
- Opportunity to distribute marketing materials/gifts to attendees
- Up to 4 VIP passes (includes VIP tent access with complimentary food & drink)
- Up to 4 invites for Festival/Kick-Off Party and Sponsor Party (dates TBD)
- Name recognition on UDI website (posted for minimum 6 months)

Investment: Hard costs of event production (invite printing, postage, catering (appetizers and bar), staff, PA for remarks, marketing gift (optional) and entertainment)

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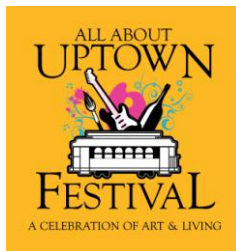
SPONSOR COCKTAIL PARTY SPONSOR:

Exclusive opportunity to host Festival stakeholders and sponsors and their guests at your location of choice and invite your clients, vendors and staff to mingle. Anticipated attendance 80 guests.

- All printed materials promoting Festival SPONSOR PARTY will recognize you as sponsor
 - Sponsor Party Invite
 - Logo on event signage
 - E-newsletters distributed to 8,000 through Uptown Dallas, Inc.
- Press release with photos from the Sponsor Party to be distributed to media
- Up to 4 VIP passes (includes VIP tent access with complimentary food & drink)
- Up to 4 invites for Festival Kick-Off Party and Sponsor Party (dates TBD)
- Name recognition on UDI website (posted for minimum 6 months)

Investment: Hard costs of event production (invite printing, postage, catering (appetizers and bar), staff, PA for remarks, marketing gift (optional) and entertainment)

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RAFFLE SPONSOR BENEFITS:

All About Uptown Festival will offer a premium showcase of Uptown goods and services through an Uptown Dallas, Inc tent. UDI staff will encourage festival attendees to register to win the prizes. This information will only be shared with Festival sponsors for future marketing.

- Logo recognition on all raffle signage at sales sites
- Opportunity to display featured item and marketing materials (Will be coordinated prior to festival after commitments received. Staffing of the area is not required)
- Listing on event program/map
- Inclusion in Press Release to announce drawing
- Up to 2 invites for Festival Kick Off Party and Sponsor Party (dates TBD)

Investment: \$150 + minimum of \$100 gift certificate or items for the drawing

The Deluxe Benefits in Uptown Dallas, Inc. provides your business with the following:

- Deluxe listing on the Uptown Dallas website with name, address, phone number, google map location, logo, 2 images and link to your website, and listing in Uptown Dallas printed brochure.
- Consideration for promotion on Uptown Dallas website main page and bimonthly e-newsletters as space allows.
- Invitation to Uptown Dallas breakfasts and monthly Uptown Dallas networking happy hours held in some of the hottest spots in Uptown.
- Opportunity to host networking happy hours, breakfasts or events at your location.
- Use of Uptown Dallas mail database once a year.

Additional investment of \$200 secures your annual deluxe benefits commitment.

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