

### **PRESENTING SPONSOR BENEFITS:**

- All printed materials promoting Festival will recognize you as *presented by...*
  - Advertising (print ads, online campaign, retail posters)
  - Resident invitations to estimated 9,500
  - Website (includes link to sponsor site)
  - E-newsletters distributed to 6,000 through Uptown Dallas Association
  - 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 - 1 -ge 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 10 VIP passes (includes VIP tent access with complimentary food & drink)
- Up to 10 invites for Festival Kick-Off Party (June 11<sup>th</sup>, 2008) and Sponsor Party (date TBD)
- Opportunity to provide attendees with promotional premium at entrance or exit (fans, cups, etc.)
- Name recognition on UDA website (posted for minimum 6 months)
- A representative may participate on Festival advisory committee
- Honorary membership in UDA for duration of sponsorship period (member benefits attached)
- Category exclusivity
- First right refusal for 2009 renewal
- 10% discount for two year commitment and 15% for three year commitment

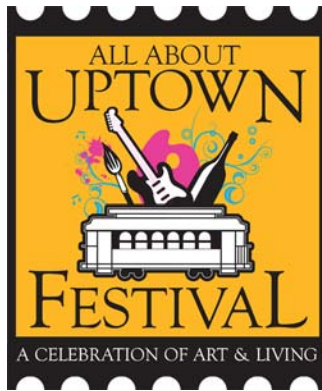
### **Commitment: \$25,000**

To maximize marketing benefits, please commit by June 30<sup>th</sup>

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

Advertising print deadlines, July 1<sup>st</sup>.

*\*Uptown Dallas Association is a 501 C-6 nonprofit organization supported through membership and the Uptown Public Improvement District*



### PLATINUM SPONSOR BENEFITS:

- All printed materials promoting Festival will recognize *Platinum sponsors (logos where available)*
  - Advertising (print ads, online campaign, retail posters)
  - Resident invitations to estimated 9,500
  - Website (includes link to sponsor site)
  - E-newsletters distributed to 6,000 through Uptown Dallas Association
  - Festival program/map
  - Event signage
  - Event media relations
- Prominent reference in press release announcing sponsors
- 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 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 LDA website (posted for minimum 6 months)
- Honorary membership in UDA for duration of sponsorship period (member benefits attached)
- First right refusal for 2009 renewal
- 10% discount for two year commitment and 15% for three year commitment

**Commitment: \$15,000**

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## Premier Activity Sponsorship

### Chef Demonstration Tent and Uptown Stage

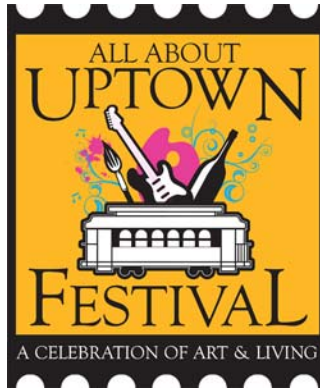
There are two main entertainment areas that are part of the “heart” of Uptown – celebrity chefs and the Uptown Arts Stage. These two attractions will be highly publicized and attended. As a sponsor, you will have naming rights for that specific area.

- Category exclusivity
- All printed materials promoting Festival will recognize the activity area as the “Your name Chef Experience”
  - Advertising (print ads, online campaign, retail posters)
  - Resident invitations to estimated 9,500
  - Website (includes link to sponsor site)
  - E-newsletters distributed to 6,000 through Uptown Dallas Association
  - Festival program/map
  - 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 membership in UDA for duration of sponsorship period (member benefits attached)
- 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 UDA website (posted for minimum 6 months)
- First right refusal for 2009 renewal

**Commitment: \$10,000**

*Other sponsors may have a presence within the Chef Demonstration tent. All subject to final approval by Festival committee.*

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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**

**~~Little Ones~~ - SOLD**

**~~Pooch Party~~ - SOLD**

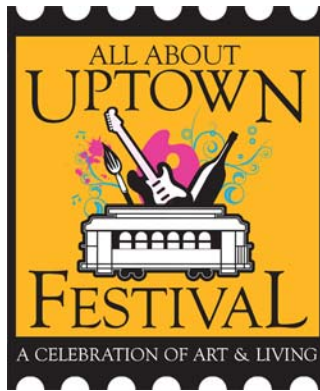
**~~VIP Tent~~ - SOLD**

**Art Walk**

- All printed materials promoting Festival will recognize you as an activity sponsor
  - Advertising (print ads, online campaign, retail posters)
  - Resident invitations to estimated 9,500
  - Website (includes link to sponsor site)
  - E-newsletters distributed to 6,000 through Uptown Dallas Association
  - 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 membership in UDA for duration of sponsorship period (member benefits attached)
- 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 UDA website (posted for minimum 6 months)
- First right refusal for 2009 renewal

**Commitment: \$5,000**

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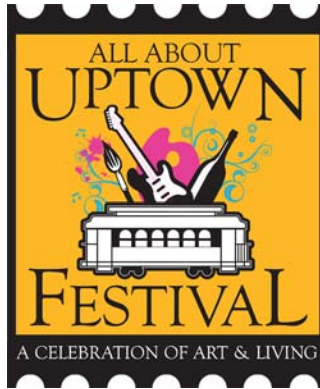
## PREMIUM BOOTH EXPERIENCE

**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)
  - Resident invitations to estimated 9,500
  - Website (includes link to sponsor site)
  - E-newsletters distributed to 6,000 through Uptown Dallas Association
  - 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 UDA website (posted for minimum 6 months)
- First right refusal for 2009 renewal

**Commitment: \$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 (may be in-kind gift) an area of the Festival.**

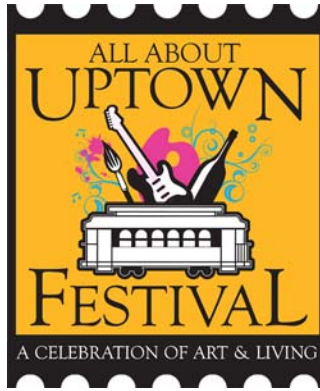
**Volunteer Tent and T-Shirts  
Beverage Support  
Festival Bags  
Festival Premium for Guests**

- All printed materials promoting Festival will recognize you as an event sponsor with a listing
  - Resident invitations to estimated 9,500
  - Website (includes link to sponsor site)
  - E-newsletters distributed to 6,000 through Uptown Dallas Association
  - 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 UDA website (posted for minimum 6 months)
- First right refusal for 2009 renewal

**Commitment: in-kind value of \$2,500 or greater**

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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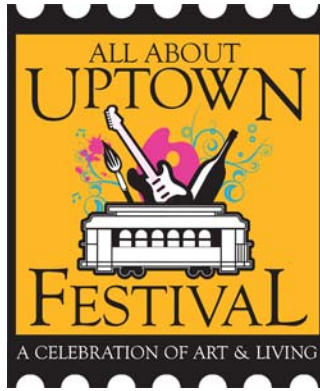
### **KICK OFF COCKTAIL PARTY SPONSOR:**

*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 PATRON PARTY will recognize you as sponsor
  - Patron Party Invite
  - Logo on event signage
  - E-newsletters distributed to 6,000 through Uptown Dallas Association
- Press release with photos from the Patron 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 UDA website (posted for minimum 6 months)

**Commitment: 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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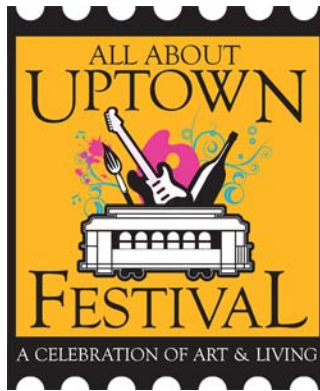
## SPONSOR PARTY SPONSOR:

*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
  - Patron Party Invite
  - Logo on event signage
  - E-newsletters distributed to 6,000 through Uptown Dallas Association
- Press release with photos from the Patron 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 UDA website (posted for minimum 6 months)

**Commitment: 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 Association tent. UDA 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)
- Name recognition on UDA website (posted for minimum 6 months)

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

**Membership in the Association provides your business with the following:**

- Web site description page with photographs. Our site gets more than 18,000 visits per month and is updated weekly. ([www.uptowndallas.net](http://www.uptowndallas.net))
- Inclusion in our Uptown brochure, which is distributed for promotion to top DFW hotels, the Dallas Convention and Visitors Bureau, local businesses, and in the neighborhood.
- Monthly networking mixers at member restaurants and venues in Uptown.
- Bi-monthly breakfasts with guest speakers at member restaurants and venues in Uptown.
- Strong network and creative promotions.
- Events that draw more people to Uptown for shopping, dining, or relocation.
- Member Identifier static stickers for window display.
- Placement of your business brochures/menus/promotional literature at our Visitor Center

**Additional investment of \$200 secures your annual membership commitment**