

WHAT IS OPEN STREETS?

East Bay Open Streets programs are modeled after “Ciclovía”, which originated in Bogotá, Colombia. Walk Oakland Bike Oakland (WOBO) partners with communities to produce Open Streets events for all to enjoy free health- and community-oriented activities on city streets temporarily closed to automobile traffic.

Open Streets events are unique: They are non-commercial (no on-street vending except for food), and are focused on getting you to PLAY and to MOVE! You’ll experience the roadway differently: as a people-centered public space that is calm, vibrant, and imaginative.

Between 10,000 to 40,000 participants come out to play at each event.

WOBO has produced Open Streets events in the East Bay since its inaugural event, Oaklavía, in 2010.

“East Bay Open Streets builds local economic vitality and supports positive environmental change” Mayor of Oakland—Libby Schaaf

“The sustainability of our region depends on forward-thinking, multi-city collaboration... Open Streets events highlight the importance of smart growth, transit alternatives and building community. We are proud to join the cities of Oakland and Emeryville in opening our neighborhoods to car-free fun and enrichment for all.” Mayor of Berkeley—Tom Bates

East Bay Open Streets 2016

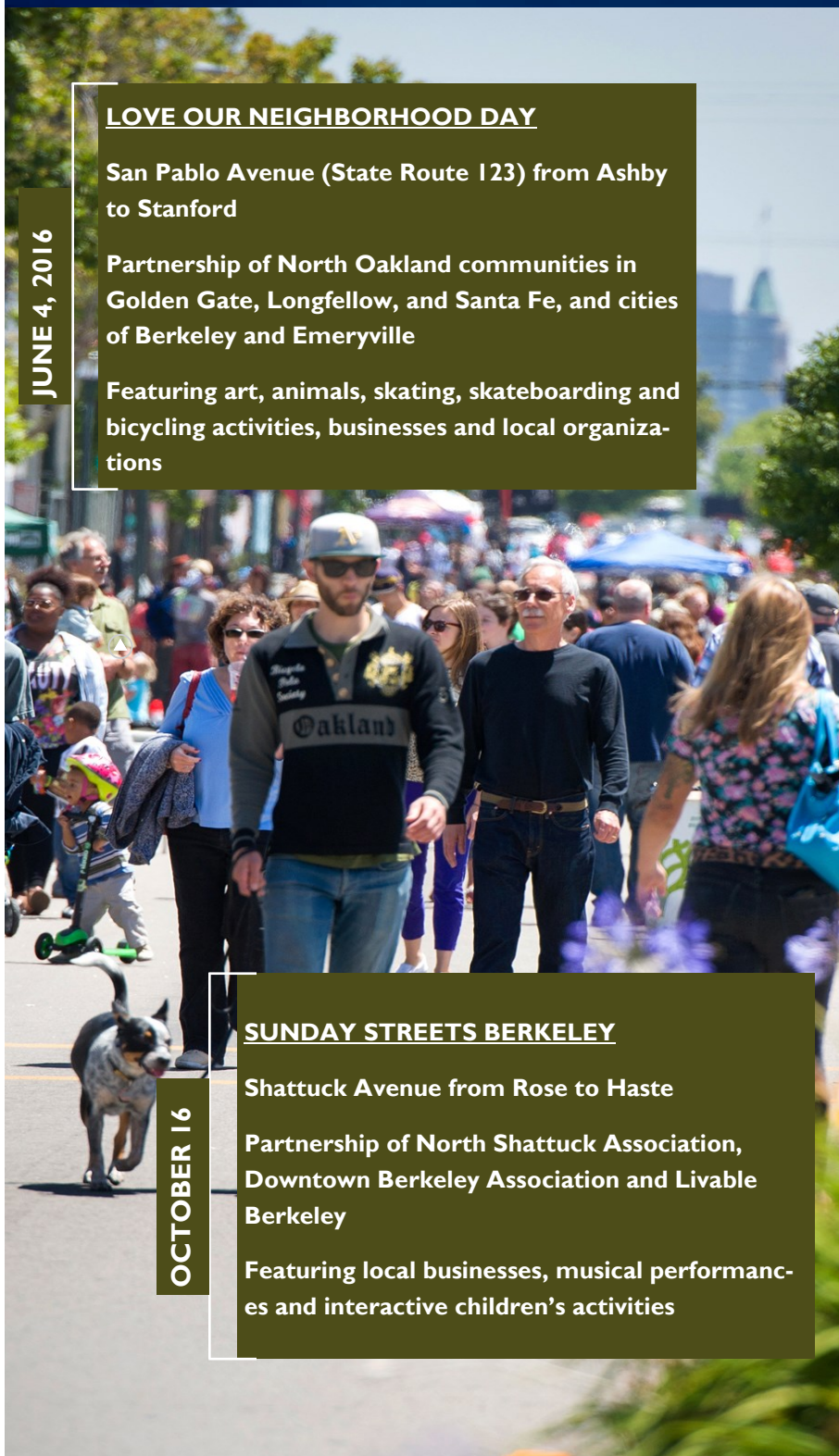
LOVE OUR NEIGHBORHOOD DAY

San Pablo Avenue (State Route 123) from Ashby to Stanford

Partnership of North Oakland communities in Golden Gate, Longfellow, and Santa Fe, and cities of Berkeley and Emeryville

Featuring art, animals, skating, skateboarding and bicycling activities, businesses and local organizations

JUNE 4, 2016



SUNDAY STREETS BERKELEY

Shattuck Avenue from Rose to Haste

Partnership of North Shattuck Association, Downtown Berkeley Association and Livable Berkeley

Featuring local businesses, musical performances and interactive children’s activities

OCTOBER 16



Sponsorship Levels

EAST BAY OPEN STREETS SPONSORSHIP



Both Events

LEVEL	Event Day	Print / Outdoor Media	Social Media
\$20,000 and Up Presenting Sponsor	Exclusive Title Sponsor Press Event appearance Event Merchandise Premium Booth Space Large logo on wayfinding sign	Quote in Print Article Bus Shelter Poster and Flyer Route Map	X
\$12,000—\$19,999 Premium Sponsor	Event appearance Event Merchandise Premium Booth Space Small logo on wayfinding sign	Quote in Print Article Bus Shelter Poster and Flyer Route Map	X
\$9,000 - \$11,999 Two-events Title Sponsor if signed on prior to April 15	Title Event Day Sponsor Event appearance Event T-shirt logo Premium Booth Space	Bus Shelter Large Logo Poster and Flyer Route Map	X

EVENT-SPECIFIC SPONSORSHIP



Love Our Neighborhood Day OR Sunday Streets Berkeley

LEVEL	Event Day	Print / Outdoor Media	Social Media
\$10,000 Event Title Sponsor	Title Event Day Sponsor Press Release Event T-shirt logo Premium Booth Space	Bus Shelter Large Logo Poster and Flyer Wayfinding Map	X
\$5,000 - \$9,999 Lead Sponsor	Press Release Event T-shirt logo Booth Space	Bus Shelter Large Logo on Poster and Flyer Wayfinding Map	X
\$2,500—\$4,999 Block Sponsor	Title on Block / Stage Booth Space	Small Logo on Poster and Flyer Wayfinding Map	X
\$1,000—\$2,499 Community Partner	Booth Space	Small Logo on Poster and Flyer Wayfinding Map	X
\$500—\$999 Supporter		Poster and Flyer mention Wayfinding Map	X
\$250—\$499 (Supporter : nonprofit and community-based organizations)		Poster and Flyer mention Wayfinding Map	X

Sponsors at all levels are encouraged to host an interactive activity on the route