





Love Our Neighborhood Day 2015 was a tremendous success! The event grew significantly in scope, reach and size, with a very broad, diverse audience tripling to more than 6,000 attendees. Plans for 2016 are in progress – stay tuned for details.









Below is a summary of sponsorship opportunities for the remaining two 2015 East Bay Open Streets events. Our team can customize a sponsorship package that best suits the needs and priorities of your company or organization. All EBOS sponsorships include recognition prior to and during sponsored events.

Presenting Sponsor

Love Our Lake Day/Sunday Streets Berkeley \$20,000

This proposal offers a unique opportunity to reach 50,000+ savvy, actively engaged attendees from Oakland, Berkeley and the greater Bay Area. Open Streets are mission-driven events centered on environmental stewardship, sustainability, and community.

As **Presenting Sponsor**, your company or organization will benefit from:

- Access to a broad cross-section of the Bay Area population, including thousands of families, residents, merchants, artists, makers, business owners, visitors
- Opportunity to build name and brand recognition as Presenting Sponsor of Open Streets through event marketing and large/ growing Open Streets fan base throughout the Bay Area region
- Opportunity to build name recognition as Presenting Sponsor of events that foster environmental stewardship, sound planning practices and sustainable economic growth
- Opportunity for company employees to participate in a community-building, fun, healthful event
- Creating goodwill among participants and in the community
- Prominent recognition of Presenting Sponsor role in keeping this popular, healthy, family-oriented program going and growing each year

Presenting Sponsor Love Our Lake Day/Sunday Streets Berkeley \$20.000

As **Presenting Sponsor**, your company or organization will receive the following specific sponsor benefits:

- Exclusive Presenting Sponsor status for the two events; first right of refusal to renew as Presenting Sponsor for all three 2016 EBOS events.
- Prominent Presenting Sponsor logo placement in all 2015 marketing for both events, including posters, postcards, print ads, website, on site signage and other printed materials. Marketing materials are published in high volume and distributed locally and throughout the greater Bay Area.
- Exclusive co-branding opportunity with Presenting Sponsor logo placement on custom event merchandise and promotional items.
 Opportunity for logo placement on volunteer t-shirts.
- Prominent recognition in publicity efforts as Presenting Sponsor including company name/quote in press releases, speaking role at press events, opportunities for media interviews, etc. Additional recognition through social media – Facebook and Twitter posts.
- Presenting Sponsor logo on multiple wayfinding/activity signs at both events
- Opportunity for company/organization volunteer opportunity at both events
- Opportunity for prime booth placement both events (includes 10x10' tent, 6' table, 2 chairs)

Major Sponsor - Two Events Love Our Lake Day/Sunday Streets Berkeley \$15,000

As a Major Sponsor, your company or organization will receive the following specific sponsor benefits:

- Major Sponsor logo placement in all 2015 marketing for both events, including posters, postcards, print ads and other printed materials. Marketing materials are published in high volume and distributed locally and throughout the greater Bay Area.
- Major Sponsor logo w/link on EBOS website plus websites for each of the two events
- Major Sponsor recognition and in press release for each of two events
- Major Sponsor recognition in e-news updates, social media for each event
- Major Sponsor logo on activity guides posted online on event websites
- Major Sponsor logo and name in program listing on large format activity maps posted along event routes during the two events
- Major Sponsor logo on select wayfinding or activity location signs at each of the two events
- Opportunity for prime booth placement at each of the two events (includes 10x10' tent, 6' table, 2 chairs)

Major Sponsor - One Event Love Our Lake Day OR Sunday Streets Berkeley \$10.000

- Prominent Major Sponsor logo placement in all 2015 marketing for one of the two events, including posters, postcards, print ads and other printed materials. Marketing materials are published in high volume and distributed locally and throughout the greater Bay Area.
- Major Sponsor logo placement w/link on EBOS website plus individual website for one of the two events
- Major Sponsor recognition in press release for one of the two events
- Major Sponsor recognition in e-news updates, social media for one of the two events
- Major Sponsor logo on activity guides posted online for one of the two events
- Major Sponsor logo and name on large format activity maps posted along event routes during one of the two events
- Major Sponsor logo on all wayfinding or activity location sign at one of the two events
- Opportunity for prime booth placement at one of the two events (includes 10x10' tent, 6' table, 2 chairs)

Sponsor – One Event \$5,000

- Logo placement in sponsor logo block in all 2015 marketing for the sponsored event, including posters, postcards, print ads and other printed materials. Marketing materials are published in high volume and distributed locally and throughout the greater Bay Area.
- Logo w/link in sponsor listings on EBOS website plus individual website for the sponsored event
- Sponsor listing press release for the sponsored event
- Sponsor shout out in one social media posting promoting the event
- Logo in sponsor block in activity guide posted online for the sponsored event
- Logo in sponsor block on large format activity map posted along event routes during the sponsored event
- Logo on one wayfinding or activity location sign at the sponsored event
- Opportunity for booth placement at one of the two events (includes 10x10' tent, 6' table, 2 chairs)

Community Partnership: \$2,500 per event

- Name recognition in press release for sponsored event
- Small logo in marketing materials on posters and fliers distributed in East Bay for sponsored event
- Logo with link on website for sponsored event
- Sponsor recognition in one social media post promoting sponsored event
- · Name on activity guides posted online on event website
- Booth placement for on site participation at sponsored event

Supporting Organizations: \$1,000 per event

- Name recognition in press release for sponsored event
- Logo on website for sponsored event
- Opportunity for booth on site at sponsored event (sponsor must provide own booth equipment)

Love Our Lake Day - Lake Merritt

2015 Event Routes (subject to change)



Sunday Streets Berkeley Shattuck Avenue



Oakland/Berkeley *Love Our Neighborhood Day*



Creating Fun and Building Community

"Sunday Streets gives us a way to re-imagine what streets and community can be like...outside the box."

- Sunday Streets Berkeley Participant

"... makes me feel like we have a vibrant, multicultural and peaceful city"

- Love Our Lake Day Participant



What are Open Streets?

Open Streets take place on public roadways that are temporarily closed to automobile traffic for a few hours on specific days to encourage people to use the space for exercise and social activities. The streets become parks as people on bikes, skates, scooters and on foot replace motorized vehicles. People walk, bike, skate and dance, play and socialize. Everyone from businesses and community organizations to musicians and artists use the space creatively, engaging the public and providing spontaneity and discovery.

It sounds simple, yet it really is very different and exciting. This open space provides people unique opportunities to connect with their community and urban environment in transformative ways. Creating temporary open space inspires creativity and change for the better, both during the event and beyond.

The overwhelming popularity of these kinds of events is part of a growing national movement, and both Berkeley and Oakland were early adopters and among the first U.S. cities to recognize the benefits of this program. As of 2015, there are nearly 100 Open Streets events in North America.

Be part of the East Bay Open Streets movement!

"At its heart, Open Streets are acts of participatory democracy at its most fundamental level."

- Online Commenter



Thank you for supporting East Bay Open Streets

The phenomenal success of Open Streets programs are due, in large part, to the many financial partners who help fund these popular events.

These events offer a unique opportunity to reach tens of thousands of Bay Area residents and visitors in association with these popular events.

Open Streets Sponsors Benefit From:

- Access to a broad, diverse cross-section of Bay Area, including thousands of actively-engaged families, residents, merchants and visitors
- Opportunities to build name and brand recognition in association with Open Streets events through even marketing and a large and growing Open Streets fan base throughout the Bay Area region
- Opportunities for employees to participate in a community-building, fun and healthful event
- Creating goodwill among participants
- Prominent recognition of sponsors lead role in keeping this popular, healthy, family-oriented program going and growing each year

We look forward to the opportunity to discuss the many benefits of supporting East Bay Open Streets 2015!

For more information please contact:

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