

SHERMAN OAKS STREET FAIR 2009



A Celebration of Community

Attracting more than 80,000 visitors and 200 vendors each year, the Sherman Oaks Street Fair is the largest community event in the San Fernando Valley.



Kids Matter

Since its inception in 1991, the Street Fair has generated over \$400,000 for our local public elementary and middle schools.



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Raffi Donoyan
2009 Sherman Oaks
Street Fair Chair

Welcome to the Sherman Oaks Street Fair!

We would like to invite you and your business or organization to become a sponsor of the 19th Annual Sherman Oaks Chamber of Commerce Street Fair. The Fair is to be presented in conjunction with Sherman Oaks Hospital and will be held on Sunday, October 18, 2009. The fair provides you with an excellent opportunity to showcase your business or

organization's name, products and services to a large part of the Northern Los Angeles Metropolitan area.

Attracting more than 80,000 visitors each year, the Sherman Oaks Street Fair is the largest community event held in the San Fernando Valley. For a full day, one half mile of Ventura Boulevard, between Kester Ave. and Van Nuys Blvd. is transformed into a pedestrian mall - filled with vendors, foods from around the world and two stages providing a wide variety of live entertainment.

The Street Fair under the direction of the Sherman Oaks Chamber of Commerce is a partnership between businesses and the community to benefit seven Sherman Oaks public schools. Since its inception in 1991, the Street Fair has generated over \$400,000 for our schools.

Sponsors receive visibility both at the Street Fair itself, and throughout the promotion of the event. Recognition comes in a variety of ways - in print, on stage, street banners, stage banners, commemorative posters, web presence and more. Please look through this sponsorship guide and choose a sponsorship level that fits your organization's desired objectives.

To reserve your sponsorship, contact the Chamber Office at:

(818) 906-1951

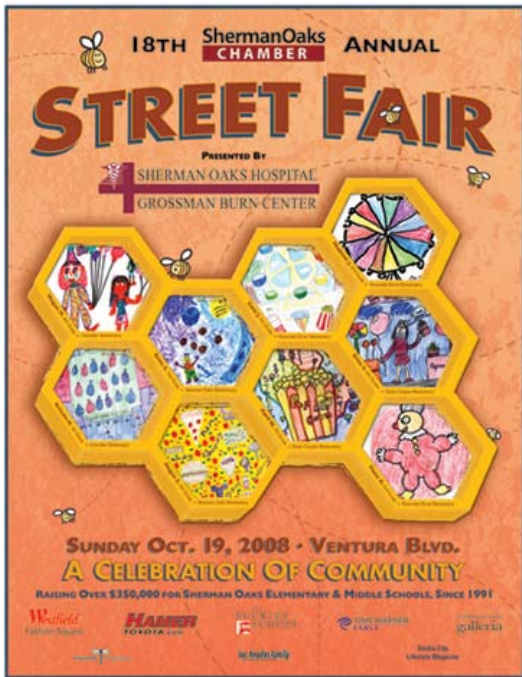
or

chamber@shermanoakschamber.org

Photos courtesy of Photography by Zarek

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Sherman Oaks Street Fair 2009 Poster Contest

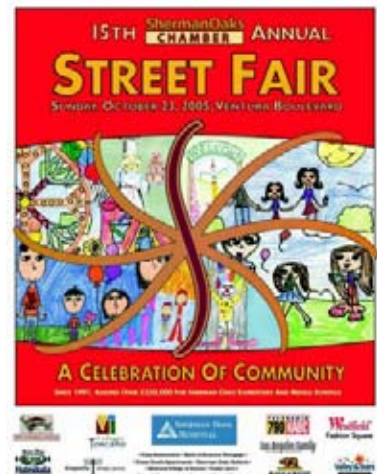
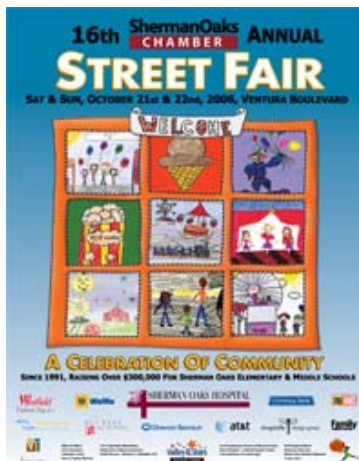
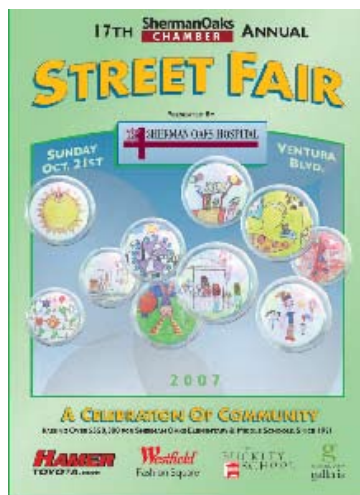


Free admission Foods from around the world 2 stages of live entertainment

There is no better way to celebrate Sherman Oaks than to have students from our local public elementary schools provide the artwork for the annual poster!

The Sherman Oaks Chamber of Commerce sponsors a contest open to all students in grades 3 through 5 at any of the five elementary schools. The contest is a great way to involve and connect students with the Street Fair and our community. Since its inception in 2003, approximately 400 students have participated with their artwork.

Students will design and draw a picture which best represents their idea of community and family fun and is linked to the Fair. The drawings are judged by the Chamber's Street Fair Committee. Elements of the winning pictures are then incorporated into the commemorative poster, which allows for a variety of winners. The posters will be distributed throughout the community to help promote the event. All drawings submitted will be displayed at the Fair - October 18, 2009.



Our Elected Officials Support the Sherman Oaks Street Fair



"I want you to get involved in our Street Fair, the premier community event for Sherman Oaks. It's an event that brings the community together. It brings our family together. And it raises money for our five elementary schools here in Sherman Oaks and for other community projects. Hope to see you here in October and I hope you'll be one of our sponsors."

Honorable Brad Sherman, Member of Congress



"The Sherman Oaks Street Fair is the premiere community event in the San Fernando Valley. It is an event that benefits our local schools in our community. It is a wonderful opportunity for your business to be highlighted. Come and enjoy and have a great time and help support the Street Fair."

Councilmember Wendy Greuel, LA City Council



"The Sherman Oaks Street Fair transforms Ventura Boulevard into a pedestrian mall where people from all over the Valley gather to explore new foods and visit local merchants. I am a strong supporter of the Fair, one of the largest neighborhood festivals in the Valley, and I hope that you will come to enjoy the day."

Councilmember Jack Weiss, LA City Council

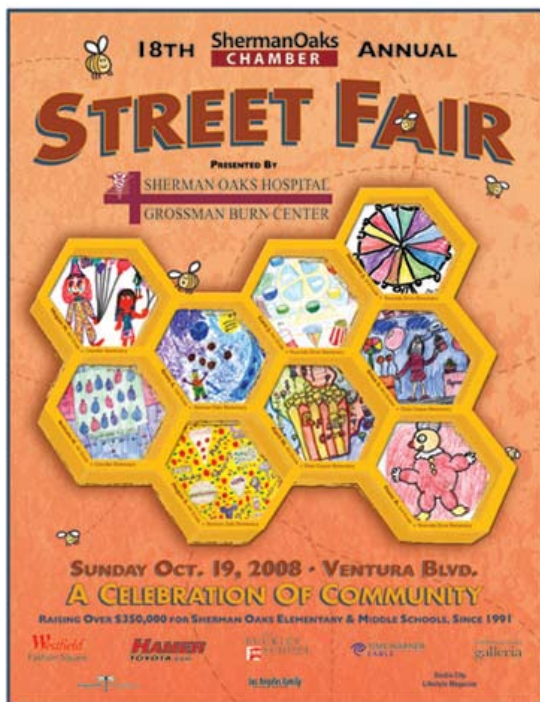


Sponsorship Level Information

Gold Sponsorship - \$10,000

A wonderful opportunity to promote your business while supporting your community and local schools. The Gold Sponsorship Package provides broad exposure throughout the lead-up to, and at the Street Fair. Bring your organization into the spotlight of the Fair. With over 80,000 people walking the Boulevard, this high level sponsorship provides outstanding recognition and exposure.

In addition to the all-important product/service exclusivity that we provide our top-level sponsors, our Gold Sponsor Package includes:



Free admission

Foods from around the world

2 stages of live entertainment

- Two Booths - totalling 10x20 ft.
- 10 Street Pole Banners with company name
- Logo on the Stage Carts
- Major positioning of logo on Stage Skirt Banner
- Prominent positioning on our Commemorative Posters, Newspaper Ads, School Flyers, Event Program & Coupon Book; eMails; Community Calendar Postings; and on the Chamber Website (home page and Street Fair Pages)
- On-Stage recognition - multiple announcements per hour from both stages and Center-Fair (Chamber Booth); Awards Presentation recognition with speaking opportunity; Kick-Off Luncheon recognition
- Complimentary tickets to the Kick-Off Luncheon
- Framed copies of the Commemorative Poster
- VIP Passes and Parking
- Contractual use of the Fair Name, logo and poster for your own public relations program.

Main Stage Sponsor - \$7,000

Spotlight your organization! Associate your name and logo with the excellence of our Street Fair entertainment. Be the sponsor of our Main Stage. ONLY ONE SPONSOR will have this opportunity with big banner visibility across the back of the stage. The Main Stage is located near, and in direct sight of, the popular Beer Garden.

Our Main Stage Sponsor Package includes:

- One 10x10 ft. booth
- 7 Street Pole Banners with company name
- Large banner across the back of the stage
- Preferred positioning on our Commemorative Posters, Newspaper Ads, School Flyers, Event Program & Coupon Book, eMails; Community Calendar Postings; and on the Chamber Website (home page and Street Fair Pages)
- On-Stage recognition - multiple announcements per hour from Main stage and Center-Fair (Chamber Booth); Awards Presentation recognition with speaking opportunity; Kick-Off Luncheon recognition
- Complimentary tickets to the Kick-Off Luncheon
- Framed copies of the Commemorative Poster
- VIP Passes and Parking
- Contractual use of the Fair Name, logo and poster for your own public relations program.



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Tami Ginsberg Community Stage Sponsor - \$6,000

Spotlight your organization with your name and logo on the Street Fair's Community Stage, where the presentations to community leaders and elected officials take place, and where local school groups and others perform, bringing a steady stream of fair-goers and parents all day! ONLY ONE SPONSOR will have the name and logo on a large banner at the back of the stage. With over 80,000 people walking the Boulevard, this high-level sponsorship provides outstanding recognition and exposure.

Our Tami Ginsberg Community Stage Sponsor Package includes:

- One 10x10 ft. booth
- 6 Street Pole Banners with company name
- Preferred positioning of logo on Stage Skirt Banner
- Preferred positioning on our Commemorative Posters, Newspaper Ads, School Flyers, Event Program & Coupon Book; eMails; Community Calendar Postings; and on the Chamber Website (home page and Street Fair Pages)
- On-Stage recognition - multiple announcements per hour from both stages and Center-Fair (Chamber Booth); Awards Presentation recognition with speaking opportunity; Kick-Off Luncheon recognition
- Complimentary tickets to the Kick-Off Luncheon
- Framed copies of the Commemorative Poster
- VIP Passes and Parking
- Contractual use of the Fair Name, logo and poster for your own public relations program.

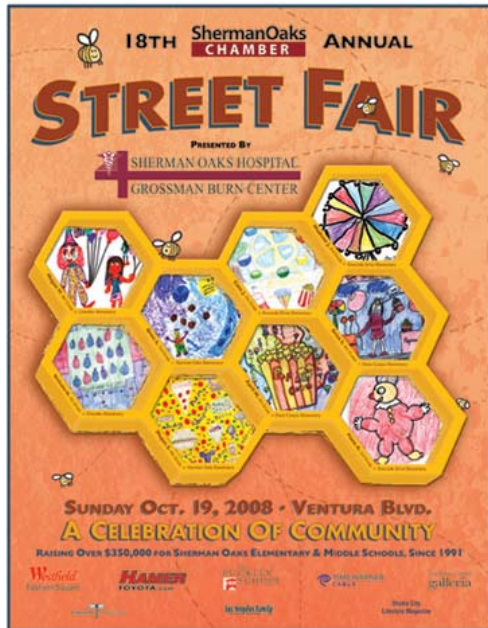


Silver Sponsorship - \$5,000

For excellent exposure at a reasonable cost consider our Silver Sponsorship Package. Your sponsorship dollars will go a long way - providing your organization with visibility throughout the Street Fair.

The Silver Sponsor Package includes:

- One 10x10 ft. booth
- 5 Street Pole Banners with company name
- Logo on the Stage Skirt Banner
- Logo on our Commemorative Posters, Newspaper Ads, School Flyers, Event Program & Coupon Book; and on the Chamber Website (Street Fair Pages)
- On-Stage recognition - multiple announcements per hour from both stages and Center-Fair (Chamber Booth)
- Recognition at our Awards Presentation and Kick-Off Luncheon
- Framed copy of the Commemorative Poster
- VIP Passes and Parking
- Contractual use of the Fair Name, logo and poster for your own public relations program.



Free admission

Foods from around the world

2 stages of live entertainment

Bronze Sponsorship - \$3,000

For excellent exposure at a reasonable cost consider our Bronze Sponsorship Package. Your dollars will go a long way - providing your organization with visibility at the Street Fair.

The Bronze Sponsor Package includes:

- 3 Street Pole Banners with company name
- Logo on the Stage Skirt Banner
- Logo on our Commemorative Posters, Newspaper Ads, School Flyers, Event Program & Coupon Book, Tee-Shirts; and on the Chamber Website (Street Fair Pages)
- On-Stage recognition - multiple announcements per hour from both stages and Center-Fair (Chamber Booth)
- Recognition at our Awards Presentation and Kick-Off Luncheon
- Framed copy of the Commemorative Poster
- VIP Passes and Parking
- Contractual use of the Fair Name, logo and poster for your own public relations program.



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Beer Garden Sponsorship - \$2,500

Where do most people end up on a warm October day? The Beer Garden!

Located directly across from the Street Fair Main Stage, with a lively and fun atmosphere, the popular Beer Garden was jam-packed throughout the day with happy visitors--each of whom could see your company and logo as the exclusive sponsor of the garden.

The Beer Garden Sponsor Package includes:

- Exclusive sponsorship of the Beer Garden
- 2 Street Pole Banners with company name
- Logo on the Stage Skirt Banner
- Logo on our Commemorative Posters, Newspaper Ads, School Flyers, Event Program & Coupon Book, Tee-Shirts; and on the Chamber Website (Street Fair Pages)
- On-Stage recognition - multiple announcements per hour from both stages and Center-Fair (Chamber Booth)
- Recognition at our Awards Presentation and Kick-Off Luncheon
- Framed copy of the Commemorative Poster
- VIP Passes and Parking
- Contractual use of the Fair Name, logo and poster for your own public relations program.



Car Show Sponsorship - \$2,500

The Car Show was a new addition to Street Fair last year. What a zoo! Our great friends with the LAPD were there all day, claiming it was for crowd control--but we think they were there to check out the cool cars on display. They loved it so much that they'll be bringing a classic old squad car this year for all of us to check out. This year's car show will be bigger and better. The cars will be on display at the West end of the Street Fair, giving us more space for more cars and more people.

The Car Show Sponsor Package includes:

- Exclusive Sponsorship of Car Show
- 2 Street Pole Banners with company name
- Logo on the Stage Skirt Banner
- Logo on our Commemorative Posters, Newspaper Ads, School Flyers, Event Program & Coupon Book, Tee-Shirts; and on the Chamber Website (Street Fair Pages)
- On-Stage recognition - multiple announcements per hour from both stages and Center-Fair (Chamber Booth)
- Recognition at our Awards Presentation and Kick-Off Luncheon
- Framed copy of the Commemorative Poster
- VIP Passes and Parking
- Contractual use of the Fair Name, logo and poster poster for your own public relations program.

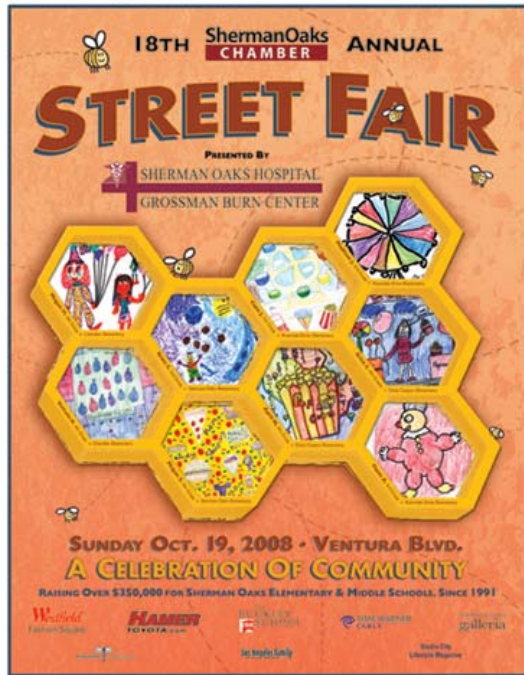


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Copper Sponsorship - \$1,000

The Copper Sponsor Package includes:

- 1 Street Pole Banner with company name
- Logo on the Stage Skirt Banner.
- Logo School Flyers, and on the Chamber Website (Street Fair Pages)
- Recognition from the Chamber Booth;
- Recognition at our Awards Presentation and Kick-Off Luncheon
- Copy of the Commemorative Poster
- VIP Passes and Parking
- Contractual use of the Fair Name, logo and poster for your own public relations program.



Free admission **Foods from around the world** **2 stages of live entertainment**

Fair Sponsor - \$500

The Fair Sponsor Package includes:

- Logo on the Stage Skirt Banner
- Logo on the Chamber Website (Street Fair Pages)
- Recognition at our Awards Presentation and Kick-Off Luncheon
- Copy of the Commemorative Poster
- VIP Passes and Parking
- Contractual use of the Fair Name, logo and poster for your own public relations program.