

Johnny 5 presents...



Overview

Learn more about
Downtown Tuesday Nights.

Sponsorships

Discover our different
sponsorship opportunities.

Benefits

Find out about the benefits
of being a sponsor.

May 3-July 26, 2011

5 pm-9 pm

FREE ADMISSION AND PARKING

Vernon Street in Downtown Roseville

- Certified Farmers Market
- Arts and Crafts
- Fun Zone for the Kids

- Free Classic Car Cruise
- Beer and Tequila Garden
- Live Free Concerts

- Big Food Court
- In all, over 100 Vendors
each week



Overview...

Learn more about Roseville's Downtown Tuesday Nights, on Vernon Street in the heart of Roseville, CA.

We appreciate your interest in Roseville's Downtown Tuesday Nights. I would like to take a moment to give you an overall picture of what Downtown Tuesday Nights looks like.

We close four blocks of Vernon Street every Tuesday in May, June, and July from 5 to 9 pm.

We have a certified farmers' market at each and every Tuesday night event. The market is part of the Sierra Fresh Farmers' Market of Placer County. We do not charge them a fee to attend our event, because we feel it is a draw to the event, and it helps our local farmers.

In addition to the farmers market, we have arts and crafts, out of home and commercial vendors, a beer and margarita garden, and a great food court. In all, we have over 100 vendors each and every Tuesday night!

There is a free concert every Tuesday featuring some of Roseville and

Sacramento's best bands. The bands perform from 6 to 9 pm, taking two twenty-minute breaks on each hour. During these breaks we allow local schools, businesses, or organizations to use the captive audience to entertain with such things as short plays, dance routines, and karate demonstrations.

We will even let local high school bands practice in front of a live crowd. This not only lets other organizations promote their business or upcoming event our show, but it provides more entertainment for our Tuesday Nighters as well as a better sense of community.

We have a two block long classic car cruise with awards given out every Tuesday night. 1973 and older classics, rods, and customs are on display for all to enjoy. The cruise has a DJ playing 50's and 60's rock and roll favorites each and every week. We are self-acclaimed the biggest weekly classic car show in all of Northern California and proud of it.

We offer pony rides, a petting zoo, and a pretty big fun zone at each and every Tuesday Night event. We have secured one area just for kids where we bring in jump houses, slides, obstacle courses, rock walls, face painting, and balloons. Sometimes we even have carnival games and or a train to tour people up and down the street. A \$7 unlimited pass is always available. For the one-hour set-up time, we are very happy with our fun zone.

All in all, Downtown Tuesday Nights have a little something for everyone, and they've become a staple summer community event in Roseville.

We look forward to partnering with you to make 2011's Downtown Tuesday Nights the best yet.

John Javidan
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Sponsorships...

Presenting Sponsorship Package for Event—1 Available (\$25 K)

You are the Company that is putting this event on! Without your sponsorship the event does not happen. Your company will receive everything that the co-presenting sponsors receive and much more.

With the presenting status, your company will be viewed as Roseville's best friend and city partner. You will receive presenting logo status on all printed material that is distributed (that's your logo above the DTN logo wherever it appears). You will receive a full-page ad in our program.

All radio and TV spots will be heard as presented by (your company.) You will receive hood and front fender logo recognition on the vehicle wrap. Many other events will charge you the same amount or more for a 1-day or one weekend event. We are giving you a 13-week event with a lengthy advertising campaign.

You will have the opportunity to display/sell/sample at the most prime location available. You will hold exclusivity in your category. You will receive sponsorship recognition and letter of appreciation on our web-site along with a link to your website. Your company will be tagged on 100% of every spot created for Roseville's Downtown Tuesday Nights.

In addition to the posters we place in storefronts around town and the fliers we hand out another 20,500 fliers will be sent home with the Roseville School District and Dry Creek School district kids. Only the title and presenting sponsor's logos will be placed on these fliers.

A Presenting banner will be produced for your company to display at your place of business. Premium event space will be reserved at the event especially for your company. Additional banners will be positioned in Downtown Roseville during each event to keep your business top of mind while people enjoy the event. All this along with the two banners hung above the streets of Roseville will include your logo all summer long (April 1 to July 26).

This 13-week sponsorship investment is \$25,000.

Title Sponsorship Package for Event—Sold to the City of Roseville

Same as presenting sponsor except name is in the event. No logo recognition by event logo. Logo recognition is similar to Co-Sponsors.

Co-Presenting Sponsorship Packages—2 Sold, 6 Available

- Fun Zone—**Sold \$8K**
- Beer and Margarita Garden
 - Beer Garden—**Sold \$4K**
 - Margarita/Tequila Garden—**Available \$4K**
- Stage—**Available \$12K**
- Certified Farmers' Market—**Available \$8K**
- Classic Car Cruise—**Available \$8K**

Your company will benefit from everything that the premier sponsors do as well as very aggressive radio schedule. Your company will be tagged on a minimum of 33% of every spot created for Roseville's Downtown Tuesday Nights (every time your part of the event is mentioned).

You will receive co-presenting logo status on all printed material that is distributed. Allocated event space will be reserved especially for your company.

You will receive a 1/2 page ad in our program. You will receive logo recognition on the vehicle wrap. You will be sole owner of the co-sponsor category (beer and margarita will share). In any marketing done in which your category is mentioned, your company will be mentioned.

A banner will be positioned at the location of your sponsorship while your sponsorship category is being enjoyed during the event. You will hold exclusivity in your business category.

Example: Come see "A Briefcase Full of Blues" this Tuesday night in Downtown Roseville on the (your business) Stage.

Beer and Margarita Garden (\$4K Each)

This sponsorship is paying for the set-up, teardown, electricity, staffing, maintenance and coordination of the Beer and Wine Garden.

You will sell product to a non-profit at wholesale prices. They will benefit from the sale of the product. You may have booth space to represent your product in or out of the Beer and Wine Garden.

Stage Sponsorship (\$12 K)

This is the best "during event" exposure, next to being the presenting sponsor. This sponsorship is paying for the bands, electricity, coordination, and PA for the 13-week span. A large banner will be displayed each week at the stage showing your sponsorship.

WHY IT MATTERS

Roseville's Downtown Tuesday Nights would like to offer you the opportunity to pull ahead of the competition and embrace the community as the business that cares.

Roseville's Downtown Tuesday Nights wish to give you the opportunity to be seen by thousands of consumers over the summer. We can give you face-to-face contact with your clients and customers every Tuesday Night from May 3 through July 26, 2011.

Downtown Tuesday Nights is giving your company the opportunity to engage in tactical business branding—a captive audience of consumers staring your company's brand right in the face. Your name will stay at the top of the mind with South Placer County, Sacramento, and Roseville consumers.

Not only are we positioning you in front of your target market, we are also joining you with the City of Roseville and are showcasing your company as a city partner. This is transferred imagery that is so highly coveted by America's most successful companies.

I hope you are able to see the value in our event. We would love to have you join our team.

Keep in mind, you have the opportunity to database, sample, and obtain new customers in Roseville.

Don't miss out on this strategic marketing opportunity.

(Continued)

Certified Farmers Market (\$8K)

This sponsorship is paying for the space for the farmers. Local certified farmers will get free vendor space because of this sponsorship. They are some of America's hardest working people and they deserve it. It will pay their health permit fees, dumpster for waste removal, signage, and coordination.

People love our fresh fruits and veggies. A banner will be displayed at the market showing your support.

Classic Car Cruise (\$8K)

All Classics, Customs, and Hot Rods that attend this two-block part of our event will enter for free due to your sponsorship.

We will give out three awards each week in your name (with your logo on the plaque). These awards will be picked the same way we have done it for the past 8 years. Each week three different merchants on Vernon Street will pick one award winner each.

This sponsor is helping pay for registration and parking staff, a live DJ, awards, space, and coordination. There will be a banner displayed each week at the registration booth letting people know of your commitment to support our classic car show.

Premier Sponsorship Packages – Available (\$2.5 K)

You will receive everything that the Community Sponsor gets; plus, we will help you position your company at the event in a placement that is highly desired. This is on a first come, first served basis, but you will receive premier positioning and exclusiveness in your business category (of course this is assuming a presenting or co-

sponsorship has not been already been sold in your business category).

We will build a corporate banner for you to hang at your booth and/or place of business. We will insure that your name is on all of the Roseville Downtown Tuesday Nights t-shirts that will be sold. This sponsorship includes a ¼ page blue and black ad in the program.

Consider this a 13-week advertising investment for the very reasonable price of \$2,500. This is our most popular sponsorship package.

(Premier Sponsorship Package is mandatory for mortgage companies and chiropractors. This is to manage the number of these businesses that would sign up for the event. An event with five chiropractors and five mortgage companies is not fun. Plus, this way one company does well, instead of a bunch doing just okay.

Community Sponsorship Packages—Available (\$500)

Show your appreciation for the community and become a city partner.

We are giving you the opportunity place your name/logo on our community banner during the event. This is a shared banner that will be placed on Vernon Street above the information booth during the event. You will receive recognition in our program and on our website. Become a part of Roseville's most premier Events!

This 13-week sponsorship investment is only \$500.



Benefits...

Discover why YOUR BUSINESS should be a presenting or co-presenting sponsor of Roseville's Downtown Tuesday Nights.

We have decided to put a large media budget together. We will have a vehicle to advertise this event. This vehicle will stay in service for the 13-week time span and the 2 weeks leading up to the event. It will remain active throughout Roseville, Rocklin, Lincoln, Granite Bay, Loomis, Sacramento, and the rest of the Central Valley and will be displayed at other local events and in front of the City of Roseville Civic Center during most weeks.

- Recognition in and on our **free program** (free to the public, 58,500 copies printed, most of them **direct mailed**). At least 53,500 mailed to 95747, 95678, 95661, 95650, and 95677. Almost 5,000 to be handed out during event and at the Strawberry Festival on Mothers' Day weekend.
- Recognition and link from website (logo link).
- Logo recognition on vehicle wrap.
- Banners to display during the event or at your business (presenting logo will be placed on the three banners that hang over the streets of Roseville).
- Verbal mention of sponsorship status in AT LEAST 33% of TV ads pertaining to the event for co-sponsors and 100% for presenting sponsor. Plus visual and voice recognition in all TV ads. At least 100 prime commercials per week, 2 weeks prior and throughout.
 - Prime display location during the event.
 - Transferred imagery that you are a partner with the City of Roseville.
 - Sponsor recognition in an aggressive email campaign by Johnny 5 Productions, City of Roseville, Roseville Chamber of Commerce, and other partners, such as the Downtown Roseville Merchants Association, Sutter Hospital, the Townsman Car Club, Join the Arts, and The Magic Circle Theatre. Plus tags on Facebook, Myspace, and Twitter.
 - Sponsorship recognition at our information booth.
- We will advertise in print with at least the Sacramento Bee, Roseville Press-Tribune, Pennysaver, Cruisin News, Travel Host, and SN&R. We will print 2,000 posters to be displayed in storefronts (presenting sponsorship recognition on top). We will print at least 5,000 flyers that will be distributed at local offices such as Chamber, City, and County, and another 20,500 (Presenting Sponsor Only) that will go home with Roseville students. Only presenting and co-presenting sponsors will be included in these medias. Not to mention, press releases and event listings. Plus much more.
- Presenting Sponsor, see contract for other benefits.