

THE 2014 SAN FRANCISCO STREET FOOD FESTIVAL SPONSORSHIP OPPORTUNITIES:

Each sponsorship level can be tailored to meet your unique marketing needs.

In order to reap the full rewards of your sponsorship, please send in a black only vector file of your logo as soon as possible. We will adhere to the following deadline for marketing collateral distribution:
July 1, 2014.

PRESENTING SPONSOR LEVEL \$75,000: (1 SPONSOR)

- **Category Exclusivity**
- Named as **Presenting Sponsor** along with La Cocina in all Festival communications, press releases, website, etc. See media sheet for prior notices and expected impact.
- **One sponsored (and tailored) media experience** leading up to festival or on the day of the festival. See email for individualized ideas.
- **Media Sponsorship**
 - **National:** Full page logo presence in *Saveur* magazine (330,000+ readership)
 - **Local:** ½ page and ¼ logo presence in *San Francisco Magazine* in the August and November issues (51,000+ print subscribers)
- **Presenting visibility on all festival signage** for audience of 80,000 people
- **Sponsored social media placement:**
 - At least 5 sponsored tweets to our more than **22,000 Twitter followers**
 - At least 5 sponsored Facebook posts for the more than **14,000 people who have liked our page**
 - At least 5 sponsored images on our Instagram account to our **750+ followers**
 - At least 1 sponsored E-Mail to our newsletter base (**7,000+ people**)
 - At least 3 sponsored tweets on our La Cocina handle to our more than **5,000 followers**
 - At least 3 sponsored Facebook posts on the regular La Cocina page to the over **5,500 people** who have like our page.
 - At least 3 sponsored images on La Cocina's Instagram account to our **500+ followers**
- **Your logo as Presenting Sponsor on:**
 - ✓ **1,200 Posters** for specific distribution into high-end and neighborhood restaurants for at least one month.
 - ✓ **10,000 Postcards** distributed at every major Farmer's Market in the Bay Area and in the checks of all participating restaurants (includes top Bay Area establishments such as, but not limited to, **State Bird Provisions, Central Kitchen, Hard Water**, and more)
 - ✓ Menus/maps distributed to all **80,000 festival attendees** and through **SF Bay Guardian**

- ✓ Logo visibility on **250,000 napkins** distributed 2 months prior to festival in San Francisco
- ✓ Logo visibility in **4 La Cocina newsletters (7,000 people+/newsletter)** as well as newsletters from all participating **La Cocina vendors (expected 35 vendors)**.
- ✓ **La Cocina's website** and the **SF Street Food Festival website**
- ✓ Additional:
 - La Cocina Food & Entrepreneurship Conference Materials (expected 500 attendees)
 - Media Dinner materials (expected 200 members of the press)
 - Eventbrite pages for Media Dinner, Street Food Festival, and Food & Entrepreneurship Conference
- ✓ **1 sponsored page** (4 ½ x 3 in) in informational festival passport for all passport holders (expected **1000+**)
- **Space Activation**
 - ✓ **10x20 promotional space** at the 2014 Street Food Festival for product placement opportunities
 - ✓ **Choose Your Block** – premier logo visibility on all signage on block designated as your block; option to strategically choose location at the event
- **Set Up**
 - ✓ Up to (4) 8' tables
 - ✓ Linen
 - ✓ Up to 8 Chairs
 - ✓ Up to 4 volunteers to assist with set up and all day management
- **VIP Access and Perks**
 - ✓ **10 passes** to the Street Food Festival hosted pre-dinner for media, VIP and guests and **opportunity to present** (expected 200 members of the press)
 - ✓ **20 VIP passes** for access into VIP lounges with complimentary specialty food, wine, and beer
- **Program Perks**
 - ✓ **4 Gift Certificates** to La Cocina's artisan culinary workshops
 - ✓ **Hosted dinner** at La Cocina for up to 30 people catered by a La Cocina participant

PREMIER BUSINESS SPONSOR LEVEL \$50,000: (UP TO 2 SPONSORS)

- **Category Exclusivity**
- **Media Sponsorship**
 - **National:** ½ page logo presence in *Saveur* magazine (**330,000+ readership**)

La Cocina Presents:

6th Annual San Francisco Street Food Festival – Saturday, August 16, 2014

5th Annual Food & Entrepreneurship Conference – Sunday, August 17, 2014

- **Local:** ½ page and ¼ logo presence in *San Francisco Magazine* in the August and November issues (**51,000+ print subscribers**)
- **Sponsored social media placement:**
 - At least 3 sponsored tweets to our more than **22,000 Twitter followers**
 - At least 3 sponsored Facebook posts for the more than **14,000 people** who have liked our page
 - At least 3 sponsored images on our Instagram account to our **750+ followers**
 - At least 1 sponsored E-Mail to our newsletter base (**7,000+ people**)
- **Premier visibility** on all festival signage for audience of 80,000 people
- **Your logo as Premier Sponsor on:**
 - ✓ **1,200 Posters** for specific distribution into high-end and neighborhood restaurants for at least one month.
 - ✓ **10,000 Postcards** distributed at every major Farmer's Market in the Bay Area and in the checks of all participating restaurants (includes top Bay Area establishments such as, but not limited to, **State Bird Provisions, Central Kitchen, Hard Water**, and more)
 - ✓ Menus/maps distributed to all **80,000 festival attendees** and through **SF Bay Guardian**
 - ✓ Logo visibility on **250,000 napkins** distributed 2 months prior to festival in San Francisco
 - ✓ Logo visibility in **4 La Cocina newsletters (7,000 people+/newsletter)** as well as newsletters from all participating **La Cocina vendors (expected 35 vendors)**.
 - ✓ **La Cocina's website** and the **SF Street Food Festival website**
 - ✓ Additional:
 - Media Dinner (expected **200 members of the press**)
 - La Cocina Food & Entrepreneurship Conference Materials (expected **500 attendees**)
 - Eventbrite pages for Media Dinner, Street Food Festival, and Food & Entrepreneurship Conference
 - ✓ **½ sponsored page** in informational festival passport for all passport holders (expected **1000+**)
- **Space Activation**
 - ✓ **10x20 Booth space** at the 2014 Street Food Festival for product placement opportunities
 - ✓ **Option to strategically choose location** at the event.
- **Set Up**
 - ✓ Up to (2) 8' tables
 - ✓ Linen
 - ✓ Up to 6 Chairs
 - ✓ 2 volunteers to assist with set up and all day management
- **VIP Access and Perks**

La Cocina Presents:

6th Annual San Francisco Street Food Festival – Saturday, August 16, 2014

5th Annual Food & Entrepreneurship Conference – Sunday, August 17, 2014

- **10 passes** to the Street Food Festival hosted pre-dinner for media, VIP and guests and **opportunity to present** (expected 200 members of the press).
- **20 VIP passes** for access into VIP lounges with complimentary specialty food, wine, and beer.
- **Program Perks**
 - ✓ **2 Gift Certificates** to La Cocina's artisan culinary workshops

FAMILIA SPONSOR \$25,000: (UP TO 6)

- **Category Exclusivity**
- **Media Sponsorship**
 - **National:** ½ page logo presence in *Saveur* magazine (**330,000+ readership**)
 - **Local:** ¼ page presence in *San Francisco Magazine* in the August and November issues (**51,000+ print subscribers**)
- **Sponsored social media placement:**
 - ✓ At least 1 sponsored tweet to our more than **22,000 Twitter followers**
 - ✓ At least 1 sponsored Facebook post for the more than **14,000 people** who have liked our page
 - ✓ At least 1 sponsored E-Mail to our newsletter base (**7,000+ people**)
- **Your logo as Familia Sponsor on:**
 - ✓ **1,200 Posters** for specific distribution into high-end and neighborhood restaurants for at least one month.
 - ✓ **10,000 Postcards** distributed at every major Farmer's Market in the Bay Area and in the checks of all participating restaurants (includes top Bay Area establishments such as, but not limited to, **State Bird Provisions, Central Kitchen, Hard Water**, and more)
 - ✓ Menus/maps distributed to all **80,000 festival attendees** and through **SF Bay Guardian**
 - ✓ Logo visibility on **250,000 napkins** distributed 2 months prior to festival in San Francisco
 - ✓ Logo visibility in **4 La Cocina newsletters (7,000 people+/newsletter)** as well as newsletters from all participating vendors (**expected 35 vendors**).
 - ✓ **La Cocina's website** and the **SF Street Food Festival website**
 - ✓ Additional:
 - Media Dinner materials (expected **200 members of the press**)
 - La Cocina Food & Entrepreneurship Conference materials (expected **500 attendees**)
 - Eventbrite pages for Media Dinner, Street Food Festival, and Food & Entrepreneurship Conference

La Cocina Presents:

6th Annual San Francisco Street Food Festival – Saturday, August 16, 2014

5th Annual Food & Entrepreneurship Conference – Sunday, August 17, 2014

- ✓ **¼ sponsored page** in informational festival passport for all passport holders (expected **1000+**)
- **Space Activation**
 - ✓ **10x10 Booth space** at the 2014 Street Food Festival for product placement opportunities
- **Set Up**
 - ✓ (2) 6' or 8' tables
 - ✓ Linen
 - ✓ Up to 4 Chairs
 - ✓ 1 volunteer to assist with set up and all day management
- **VIP Access and Perks**
 - **6 passes** to the Street Food Festival hosted pre-dinner for media, VIP and guests and **opportunity to present** (expected 200 members of the press).
 - **10 VIP passes** for access into VIP lounges with complimentary specialty food, wine, and beer.

LA COCINA AMIGOS SPONSOR LEVEL \$10,000:

- **Sponsored social media placement:**
 - ✓ At least 1 sponsored tweet to our more than **22,000 Twitter followers**
 - ✓ At least 1 sponsored Facebook post for the more than **14,000 people** who have liked our page
- **Your logo as Amigo Sponsor on:**
 - ✓ **1,200 Posters** for specific distribution into high-end and neighborhood restaurants for at least one month.
 - ✓ **10,000 Postcards** distributed at every major Farmer's Market in the Bay Area and in the checks of all participating restaurants (includes top Bay Area establishments such as, but not limited to, **State Bird Provisions, Central Kitchen, Hard Water**, and more)
 - ✓ Menus/maps distributed to all **80,000 festival attendees** and through **SF Bay Guardian**
 - ✓ Logo visibility on **250,000 napkins** distributed 2 months prior to festival in San Francisco
 - ✓ Logo visibility in 4 La Cocina newsletters (**7,000+ people/newsletter**) as well as newsletters from all participating La Cocina vendors (**expected 35 vendors**).
 - ✓ **La Cocina's website** and the **SF Street Food Festival website**
 - ✓ Additional:
 - Media Dinner materials (expected **200 members of the press**)

La Cocina Presents:

6th Annual San Francisco Street Food Festival – Saturday, August 16, 2014

5th Annual Food & Entrepreneurship Conference – Sunday, August 17, 2014

- La Cocina Food & Entrepreneurship Conference materials (expected **500 attendees**)
 - Eventbrite pages for Media Dinner, Street Food Festival, and Food & Entrepreneurship Conference
- **Space Activation**
 - ✓ **10x10 Booth space** at the 2014 Street Food Festival for product placement opportunities
- **Set Up**
 - ✓ (2) 6' or 8' tables
 - ✓ Linen
 - ✓ 2 Chairs
 - ✓ 1 volunteer to assist with set up and all day management
- **VIP Access and Perks**
 - **4 passes** to the Street Food Festival hosted pre-dinner for media, VIP and guests.
 - **4 VIP passes** for access into VIP lounges with complimentary wine and beer.

LA COCINA START-UP SPONSOR LEVEL \$5,000:

- **Sponsored social media placement:**
 - ✓ At least 1 sponsored tweet to our more than **22,000 Twitter followers**
- **Your logo as Start Up Sponsor on:**
 - ✓ Logo visibility in **4 La Cocina newsletters (7,000+ people/newsletter)** as well as newsletters from all participating La Cocina vendors (**expected 35 vendors**).
 - ✓ **La Cocina's website** and the **SF Street Food Festival website**
 - ✓ Additional:
 - Media Dinner materials (expected **200 members of the press**)
 - Eventbrite pages for Media Dinner and Street Food Festival.
- **Space Activation**
 - ✓ **6' Table space** for promotional materials at 2014 Street Food Festival
- **Set Up**
 - ✓ Linen
 - ✓ 2 Chairs
- **VIP Access and Perks**
 - **2 passes** to the Street Food Festival hosted pre-dinner for media, VIP and guests.

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