



2024 CRAWLS & STROLLS SPONSORSHIP

EVENT SPONSOR PACKAGE
(4 SPONSORSHIPS AVAILABLE FOR 2024 SEASON)

THIS EXCLUSIVE MARKETING OPPORTUNITY PROVIDES THE UNIQUE OPPORTUNITY TO PROMOTE YOUR COMPANY TO OUR OVER 6000 STROLL & CRAWL ATTENDEES AND BECOME AN INTEGRAL PART OF THESE INCREASINGLY POPULAR EVENTS IN DOWNTOWN. THESE EVENTS HAVE BEEN CROWD FAVORITES IN PLEASANTON FOR MANY YEARS AND WE ARE EXCITED TO CONTINUE TO GROW THE ATTENDANCE AND REACH OF THESE EVENTS IN 2024!

2024
Event
Dates

ST. PATRICK'S DAY BREW CRAWL – MARCH 16
SUMMER WINE STROLL – MAY 4
FORKFUL CULINARY CRAWL – SEPTEMBER 7
HALLOWEEN BREW CRAWL – OCTOBER 26
SPIRIT & SWEATER STROLL – DECEMBER 14

THIS SPONSORSHIP PACKAGE INCLUDES COMPANY/ORGANIZATION LOGO PROMINENTLY FEATURED ON ALL STROLL & CRAWL MARKETING MATERIALS AND THE FOLLOWING:

- LOGO ON EVENT GLASSES GIVEN TO EVENT ATTENDEES (6000+ GLASSES) – \$3000
- PDA WEBSITE ADVERTISING IN THE MONTH LEADING UP TO THE EVENTS – \$2000
- LOGO ON A MINIMUM OF 2 PRINT ADS PER EVENT – \$3000
- LOGO AND ACKNOWLEDGEMENT AS SPONSOR IN THE EVENT MAP & PROGRAM – \$2000
- LOGO ON THE EVENT POSTER WHICH ARE PROMINENTLY DISPLAYED THROUGHOUT DOWNTOWN – \$1500
- LOGO ON EVENT POSTCARDS DISTRIBUTED THROUGHOUT DOWNTOWN – \$500
- LOGO ON DOWNTOWN KIOSK POSTER WITH PRIME ADVERTISING – \$500
- PRIME MENTION IN ALL EVENT PRESS RELEASES (MINIMUM 4) – \$750
- ONGOING ACKNOWLEDGEMENTS AND MENTIONS THROUGH THE PDA'S SOCIAL MEDIA ACTIVITIES ON FACEBOOK, TWITTER, INSTAGRAM AND MORE. CURRENT SOCIAL MEDIA ENGAGEMENT IS OVER 40,000 FOLLOWERS – \$2500
- OTHER MARKETING OPPORTUNITIES THAT MAY ARISE OR AS MUTUALLY AGREED UPON

TOTAL VALUE: \$15,750

SPONSORSHIP COST: \$7500

For more information regarding these corporate sponsorship opportunities, please contact:
Gabrielle Welk, Events Director – gabrielle@pleasantondowntown.net
Laura Brooks, Executive Director – laura@pleasantondowntown.net

SPONSORSHIP AGREEMENT & ACCEPTANCE:

ALL ABOVE LISTED BENEFITS ARE INCLUDED IN THIS PRICE. UPON RECEIPT OF THE SIGNED ACCEPTANCE THE PDA WILL ISSUE AN INVOICE. PAYMENT TO THE PDA IN FULL IS DUE 30 PRIOR TO THE FIRST EVENT.

NAME

SIGNATURE

DATE

COMPANY NAME