



## 2022 STROLLS & CRAWLS Event Sponsorship Package

**St. Patrick's Day Brew Crawl – March 17**

**Summer Wine Stroll – May 7**

**Halloween Brew Crawl – October 29**

**Spirit & Sweater Stroll – December 10**

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### Event Sponsor Package (4 sponsorships available for 2022 Season)

This exclusive marketing opportunity provides the unique opportunity to promote your company to our over 4500 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 welcome back our attendees in 2022!

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 (4500+ glasses) - \$2500
- PDA Website advertising in the month leading up to the events - \$1500
- Logo on a minimum of 2 Pleasanton Weekly 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 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: \$14,250**

***Sponsorship Cost: \$5000***

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For more information regarding these corporate sponsorship opportunities, please contact:

Gabrielle Welk, Events Manager – [gabrielle@pleasantondowntown.net](mailto:gabrielle@pleasantondowntown.net)

Laura Olson, Executive Director - [director@pleasantondowntown.net](mailto:director@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.

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NAME

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SIGNATURE

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TITLE

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COMPANY NAME

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DATE