

taste of FILLMORE



FASHION
SHOW

FOOD
& WINE
TASTING

CHEF
DEMOS

Noon to 5
On Fillmore
between Pine
and California

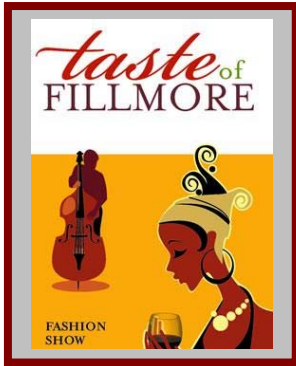
THE EVENT IS FREE

\$20 to participate in food
and wine tastings

www.fillmorestreetfest.com



*The 2nd Annual Taste of Fillmore
San Francisco, CA
Saturday, October 16th, 2010 ~ Noon to 5 pm*



Taste of Fillmore Overview

WHAT The Fillmore Merchants & Improvement Association and Steven Restivo Event Services, LLC would like to invite you to participate in the 2nd Annual *Taste of Fillmore*. We are closing two blocks of Fillmore Street between Bush Street and California Street in San Francisco and will be offering “Tastes” of Fillmore Street. Fillmore Street merchants and restaurants will be participating to make this a day to savor.

The event will include food sampling, wine tasting and jazz. In addition, we will have a cooking demonstration stage with chefs from Fillmore Street Restaurants and a Fashion Show to showcase Fillmore Street boutiques.

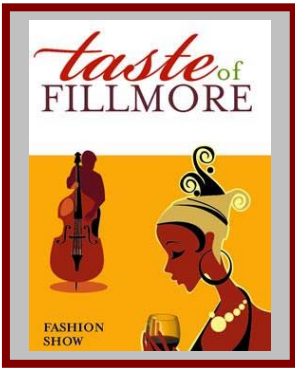
WHERE The Taste of Fillmore event will be located on the blocks of Fillmore Street between California and Bush.

The Fashion Show stage will be located at California Street and the cooking demo stage will be located at Bush Street. Entertainment will take place mid-block Pine from 12:00 Noon - 5:00 PM.

WHEN **Saturday, October 16th, 2010, 12:00 noon to 5:00 pm**

WHO Taste of Fillmore is presented by The Fillmore Merchants & Improvement Association. The Fillmore Merchants & Improvement Association is a non-profit organization formed by local property owners and merchants of the area in an effort to improve the business environment on Fillmore Street in San Francisco.

Taste of Fillmore is produced by Steven Restivo Event Services, LLC (SRES). The company is a long time provider of event production services to chambers of commerce, merchant associations, various city agencies, corporations, non-profit groups, and other event industry professionals. The company’s founder, Steven Restivo, has been involved in the event world for 27 years and has contributed to the production of hundreds of public events and large corporate functions.

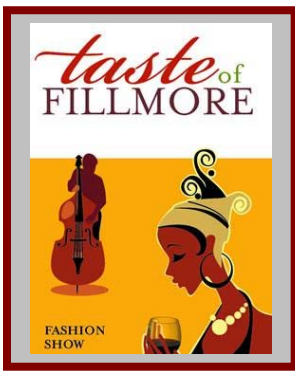


Event Highlights

Fillmore Street Restaurants, Boutiques and Merchants
Offering "Tastes"



The 2nd Annual Taste of Fillmore ~ Saturday, October 16th, 2010 ~ Noon – 5:00 pm
Produced by Steven Restivo Event Services, LLC ~ Ph: 1-800-310-6563 ~ 415-456-6455 ~ Fax: 415-456-6436
www.tasteoffillmore.com ~ Steven@SRESproductions.com



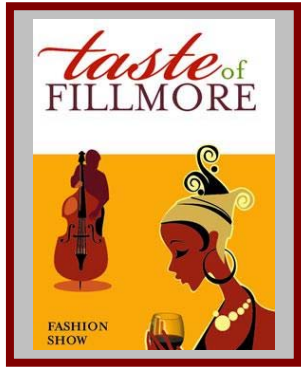
Audience

AREA DEMO- GRAPHICS

The San Francisco Bay Area, sometimes referred to as The Bay Area, is a metropolitan area that lies along the San Francisco Bay in northern California, with an estimated population of 7.15 million people. Its area is often defined as the area covered by the nine counties that border either San Francisco Bay or San Pablo Bay: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma.

By this definition, the Bay Area has a population of over seven million residents, making it the second largest metropolitan area west of the Mississippi. This nine county area consists of cities of various sizes that lie more or less contiguously around the length of the bay. Three large cities dominate the area: San Francisco, San Jose, and Oakland. Because, unlike most other metropolitan areas in the United States, no single large city dominates the region, residents generally refer to the region generically as the *Bay Area*, without associating it with any one city.

San Francisco's Fillmore Street is a business district with typical historic San Francisco architecture where you will find examples of both old and modern structures sharing the avenues. The main thoroughfare is a retail destination for visitors and residents alike with the Victorians lining the street sharing it with buildings built in the 1960's.



Promotion

PROMOTION & MARKETING

- ❖ *The 2nd Annual Taste of Fillmore event* will be marketed in Bay Area publications and on the World Wide Web. Publicity and promotion will consist of PR, ad placements, posters, postcards and/or fliers distributed throughout the Bay Area prior to Taste of Fillmore.

PROGRAM /INSERT

- ❖ With the help of a key media partner we will insert a beautiful event **program** into the partner's newspaper as a supplement one week prior to the event. Additional copies of the program will be distributed at the event.

POSTERS

- ❖ A minimum of **500 posters** will be distributed to high traffic areas throughout the Bay Area.

POSTCARDS

- ❖ 1,000's of **postcards** will be mailed, email and distributed to residents in the Bay Area.

FLIERS

- ❖ **Customized fliers** will be distributed at retail outlets throughout the Bay Area.

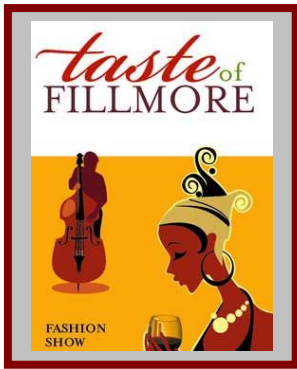
THE WEB

- ❖ The official event website is located at www.tasteoffillmore.com and will be promoted in all materials related to Taste of Fillmore. The event will be **listed on** presenter's websites and national websites that have a calendar listing section.

PRINT

- ❖ We will be partnering with **newspapers** in the area to help promote and advertise Taste of Fillmore.

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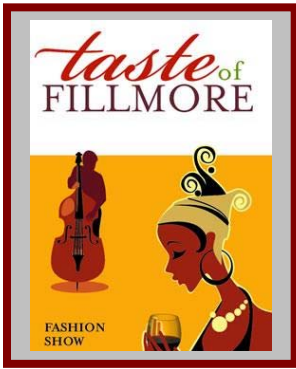


Benefits

Here are just a few ways ***your company*** will benefit as a sponsor of
The 2nd Annual TASTE OF FILLMORE

HELP YOUR BUSINESS

- ❖ Have access to one of the most **sought after demographic** niches in the country:
 - This is an exceptional opportunity to reach the sophisticated Bay Area market.
- ❖ Reach a large audience with **repeated impressions**:
 - Your company name and/or logo will appear on Taste of Fillmore's poster and in all promotional materials, including the official Taste of Fillmore's website.
- ❖ A **unique opportunity** to engage with people:
 - Taste of Fillmore's attendees are a captive, receptive audience, that has time to look, listen and hear about your products and/or services.
- ❖ Develop **new business contacts**:
 - Taste of Fillmore provides you with a unique networking opportunity to connect with the community in a fun and entertaining environment.
- ❖ Demonstrate, sample or **test market your product**:
 - Receive instant responses about your products and/or services from attendees.



Sponsor Packages

MAJOR SPONSOR
\$10,000

- Company logo prominently displayed on 1,000 posters (deadline: August 1, 2010)
- Company logo displayed on 20,000 postcards (deadline: August 1, 2010)
- 1/3-page black & white ad in the Official Event Program* (if applicable)
- Logo and link to sponsor's website displayed on official event site
- Logo displayed in all event advertising
- Company name mentioned in all publicity for event
- One large banner on in the Plaza at event (sponsor to provide)
- One 20ft x 20ft booth space and booth canopy at event
- One large banner at sponsor's booth (sponsor to provide)

PARTICIPATING SPONSOR
\$5,000

- Company logo prominently displayed on 1,000 posters (deadline: August 1, 2010)
- 1/4-page black & white ad in the Official Event Program* (if applicable)
- Logo and link to sponsor's website displayed on official event site
- Logo displayed in all event advertising
- Company name mentioned in all publicity for event
- One 10ft x 20ft booth space and booth canopy at event
- One large banner at sponsor's booth (sponsor to provide)

TASTE OF SPONSOR
\$2,500

- Company name listed in Official Event Program* (if applicable)
- Logo and link to sponsor's website displayed on official event site
- Company name mentioned in all publicity for event
- One 10ft x 10ft space at event (does not include canopy)
- One large banner at sponsor's booth (sponsor to provide)