

# SEATTLE SUMMER STREETS

## Become a Seattle Summer Streets Sponsor

Your organization has the opportunity to sponsor Seattle Summer Streets – a family-friendly series of events that transforms city streets into public places for a day. The idea is simple – open a street for several hours for people to walk, bike, shop, and explore their community in a new way.

For the past six years, we've hosted events in four neighborhoods throughout the city. Our 2013 events drew in over 40,000 people and we expect 2014 to be an even bigger year with your involvement. Seattle Summer Streets provides a unique opportunity to be part of an exciting community event that draws people of all ages to experience their streets in a new way. Your sponsorship will address issues like public health, sustainable transportation, and community and economic development.



## What is Seattle Summer Streets?

Seattle Summer Streets is a series of events occurring between May and September that open up the city's largest public space – our streets—for people to have fun, celebrate the spirit of their community, discover active, healthy transportation choices, connect with neighbors, and support local businesses. Each event is hosted with the help of local organizations and volunteers. The events foster civic pride and represent community, business, and government investments in Seattle's vitality, livability, sustainability, and diversity.

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## Imagine Seattle Summer Streets in 2014

Celebrating its seventh year in 2014, Summer Streets has become a tradition as a special part of summers in Seattle. You can be a part of Summer Streets by helping to make it happen and grow.

### 2014 dates and locations:

- Alki – Sunday, May 18
- Ballard – Thursday, May 29
- PhinneyWood – Saturday, August 9
- Rainier Valley—Saturday, August 16



## Join these sponsors who have supported Seattle Summer Streets:

- Cascade Bicycle Club
- Cleanscapes
- Hansen's Natural Soda
- Keeney's
- Seattle City Light
- Seattle Children's
- Seattle Department of Transportation
- Seattle Public Utilities
- Waste Management
- Xerox

A special shout out to Seattle Parks and Recreation and the Seattle Police Department for providing generous in-kind support.



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## Benefits of Sponsorship

Summer Streets offers the chance to promote your company to a broad and diverse cross-section of Seattleites. Based on the success of our 2013 events, we expect Seattle Summer Streets events to attract at least 60,000 people in 2014. Benefits of sponsorship include brand exposure, mentions in advertising and marketing materials, and on-site integration into event activities. We are happy to customize a sponsorship package to fit your needs and look forward to working with you.

### To become a sponsor, please contact:

Allison Schwartz, Summer Streets Program Manager  
Seattle Department of Transportation  
[allison.schwartz@seattle.gov](mailto:allison.schwartz@seattle.gov)  
(206) 386-4654

## 2014 Sponsorship Opportunities

Presenting Sponsor - \$50,000

Major Sponsor - \$25,000

City Sponsor - \$10,000

Neighborhood Sponsor - \$5,000

Neighborhood Supporter - \$1,000



Seattle Summer Streets Sponsor Benefits	PRESENTING \$50,000	MAJOR \$25,000	CITY \$10,000	NEIGHBORHOOD \$5,000	NEIGHBORHOOD SUPPORTER \$1,000
<b>Event Recognition</b>					
Presenting Title on Event materials (exclusive)	•				
Customized, fully-staffed Activity station at entire Event series	•	•	•		
Customized, fully-staffed Activity station at ONE Event				•	
Prime Activity station placement at entire Event series	•	•	•		
Prime Activity station placement at ONE Event				•	•
Clear storefront view (if business is on event route)	•	•	•	•	•
Logo on Event Banners	•	•	•		
Name and location listed top and center on event route map (exclusive)	•				
Name posted on Event signage	•	•	•	•	•
Opportunities to speak at Events	•	•			
<b>Print Material Recognition*</b>					
Logo recognition on Event Map	•	•	•		
Text recognition as sponsor on Event Map				•	•
"Presented by" title on door hangers distributed throughout all neighborhoods	•				
"Presented by" title on Event Posters (~500 indoor/outdoor distribution)	•				
Logo on print ads, door hangers, and Event Posters	•	•			
Text on print ads, door hangers, and Event Posters	•	•	•	•	
Large-sized name and/or logo on front of Event t-shirts (exclusive)	•				
Small logo with recognition as sponsor on Event t-shirt		•	•		
T-shirts	20	15	10	5	5
<b>Website Recognition</b>					
Logo size on "Thank You" page of Summer Streets website with hyperlink	XL	L	M	S	S
Text recognition as sponsor on Summer Streets main page	•	•	•	•	•
<b>PR and Media Opportunities</b>					
Recognition on all press releases	•	•	•		
Recognition in social media posts (number of dedicated posts)	10	5	4	3	1
"Presented by" title in Event, online, print and radio advertising	•				
"Sponsored by" title in Event, online, print and radio advertising		•	•	•	
<b>Additional</b>					
Access to Sponsor Toolkit resources	•	•	•	•	•
Opportunities for product integration	•	•	•		
Employee volunteer opportunities	•	•	•	•	•

*Additional customized sponsorship packages are available by request*

\*print deadline March 15