



7th ANNUAL

OPENING WEEKEND

BLOCK PARTY
SPONSORSHIP

FRIDAY & SATURDAY
April 7 - 8, 2017

BE A PART OF THE 7TH ANNUAL EAST VILLAGE
OPENING WEEKEND BLOCK PARTY DOUBLE THE
FUN! TWO DAY CELEBRATION

ON J STREET
BETWEEN 6TH & 10TH AVE



JOIN US FOR OUR 2017 OPENING DAY WEEKEND

DETAILS

Free Admission

Friday, April 7th
10 am to 6:30 pm

Saturday, April 8th
11 am to 7:30 pm



HIGHLIGHTS OF SPONSORSHIPS MAY INCLUDE

- ▼ Radio campaigns - inclusion in on-air promotional mentions and giveaways
- ▼ Inclusion in UT San Diego online marketing campaign
- ▼ Opening Day and East Village Appreciation Day game tickets
- ▼ Beverage garden drink tickets
- ▼ Inclusion/promotion in East Village Association Communication Channels
- ▼ Inclusion/promotion in McFarlane Promotions e-blasts to over 22,000
- ▼ Vendor space at the block party
- ▼ Banner display at the block party



GRAND SLAM SPONSOR

\$15,000
(ONE AVAILABLE)

- ▼ Radio campaigns on 1090 AM, ESPN 1700 AM and 105.7 Max FM. Sample campaign: 15 Live mentions, :30 second promotional announcements, inclusion on their calendar, and two eblasts
- ▼ UT San Diego Online Campaign (details pending) Sample campaign includes:
 - Included as part of event promotions 15,000 online banner advertisements
 - Included in a dedicated e-blast to 31,000 subscribers
 - Rotated advertisements in 24-hour site skin or one sliding billboard advertisement on home page with logo
 - Included in event promotions in one (1) newsletter inclusion
 - Included in event promotions in one or two (1-2) social media outreach in the form of mentions and tags to 10,000 fans
 - Featured as part of the event listing on UT San Diego
- ▼ 15 tickets for April 7th Padres vs. San Francisco Giants (Field Level seats)
- ▼ 15 tickets for April 8th Padres vs. San Francisco Giants (Field Level seats)
- ▼ 2 Grand Slam sponsor-supplied 3' x 10' banners at the event
- ▼ Highlight services at a 10'x10' Block Party Hospitality Suite
- ▼ Enter to win drawing EVA gift certificate to be given away at hospitality suite for opt-in list
- ▼ Recognized on stage by DJ between performances, minimum 6 times during the event
- ▼ Grand Slam sponsor to introduce elected officials at the event (dependent upon elected schedules)
- ▼ 25 tickets to craft beer/spirits garden, good for one beverage each
- ▼ Inclusion on EVA communication channels: website, eNews, dedicated eBlasts, and social media
- ▼ Recognized in all related marketing collateral: multiple press releases, flyers, digital advertisements (above), and event posters (sponsorship must be secured before event materials printed)



EXCLUSIVE CAR SHOWCASE SPONSOR

\$15,000
(ONE AVAILABLE)

- ▼ Radio campaigns on 1090 AM, ESPN 1700 AM and 105.7 Max FM. Sample campaign: 15 Live mentions, :30 second promotional announcements, inclusion on their calendar, and two eblasts
- ▼ UT San Diego Online Campaign (details pending) Sample campaign includes:
 - Included as part of event promotions 15,000 online banner advertisements
 - Included in a dedicated e-blast to 31,000 subscribers
 - Rotated advertisements in 24-hour site skin or one sliding billboard advertisement on home page with logo
 - Included in event promotions in one (1) newsletter inclusion
 - Included in event promotions in one or two (1-2) social media outreach in the form of mentions and tags to 10,000 fans
 - Featured as part of the event listing on UT San Diego
- ▼ 6 tickets for April 7th Padres vs. San Francisco Giants (Field Level seats)
- ▼ 6 tickets for April 8th Padres vs. San Francisco Giants (Field Level seats)
- ▼ 2 Grand Slam sponsor-supplied 3' x 10' banners at the event
- ▼ 10x40 activation space at the event with opportunity to display vehicles
- ▼ Recognized on stage by DJ between performances, minimum 6 times during the event
- ▼ Grand Slam sponsor to introduce elected officials at the event (dependent upon elected schedules)
- ▼ 25 tickets to craft beer/spirits garden, good for one beverage each
- ▼ Inclusion on EVA communication channels: website, eNews, dedicated eBlasts, and social media
- ▼ Recognized in all related marketing collateral: multiple press releases, flyers, digital advertisements (above), and event posters (sponsorship must be secured before event materials printed)

Grand Slam sponsor to provide \$5,000 deposit by March 5, 2017 and balance by March 20, 2017.

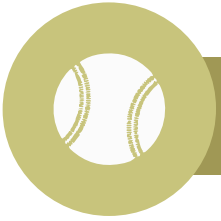


ACE SPONSOR

\$7,500
(TWO AVAILABLE)

- ▼ UT San Diego Online Campaign (details pending) Sample campaign includes:
 - Included as part of event promotions 15,000 online banner advertisements
 - Included in a dedicated e-blast to 31,000 subscribers
 - Rotated advertisements in 24-hour site skin or one sliding billboard advertisement on home page with logo
 - Included in event promotions in one (1) newsletter inclusion
 - Included in event promotions in one or two (1-2) social media outreach in the form of mentions and tags to 10,000 fans
 - Featured as part of the event listing on UT San Diego
- ▼ 2 Home Run sponsor-supplied 3' x 10' banners at the event
- ▼ 4 tickets for April 7th Padres vs. San Francisco Giants (Field Level seats)
- ▼ 4 tickets for April 8th Padres vs. San Francisco Giants (Field Level seats)
- ▼ Recognized on stage by DJ between performances, minimum 6 times during the event
- ▼ 10 tickets to craft beer/spirits garden, good for one beverage each
- ▼ Inclusion on EVA communication channels: website, eNews, dedicated eBlasts, and social media
- ▼ Inclusion in 1 McFarlane Promotions weekly eblast to 22,000 opt-in subscribers
- ▼ Recognized in all related marketing collateral: multiple press releases, flyers, digital advertisements (above), and event posters (sponsorship must be secured before event materials printed)
- ▼ Opportunity to highlight services at 10' x 10' vendor space at the block party

Ace sponsor to provide \$7,500 check made payable to the East Village Association, Inc., High resolution company logo and website if applicable



HOME RUN BEVERAGE SPONSOR

\$5,000
PLUS PRODUCT
(ONE AVAILABLE)

- ▼ UT San Diego Online Campaign (details pending) Sample campaign includes:
 - Included as part of event promotions 15,000 online banner advertisements
 - Included in a dedicated e-blast to 31,000 subscribers
 - Rotated advertisements in 24-hour site skin or one sliding billboard advertisement on home page with logo
 - Included in event promotions in one (1) newsletter inclusion
 - Included in event promotions in one or two (1-2) social media outreach in the form of mentions and tags to 10,000 fans
 - Featured as part of the event listing on UT San Diego
- ▼ 2 Home Run sponsor-supplied 3' x 10' banners at the event
- ▼ 2 tickets for April 7th Padres vs. San Francisco Giants (Field Level seats)
- ▼ 2 tickets for April 8th Padres vs. San Francisco Giants (Field Level seats)
- ▼ Recognized on stage by announcer between performances, minimum 2 times during the event
- ▼ 10 tickets to craft beer/spirits garden, good for one beverage each
- ▼ Inclusion on EVA communication channels: website, eNews, dedicated eBlasts, and social media
- ▼ Inclusion in 1 McFarlane Promotions weekly eblast to 22,000 opt-in subscribers
- ▼ Recognized in all related marketing collateral: multiple press releases, flyers, digital advertisements (above), and event posters (sponsorship must be secured before event materials printed)
- ▼ Product to be sold in Beverage Garden

Home Run Beverage sponsor to provide \$5,000 check made payable to the East Village Association, Inc. High resolution company logo and website if applicable



DOUBLE HEADER SPONSOR

\$3,500
(TWO AVAILABLE)

- ▼ UT San Diego Online Campaign (details pending) Sample campaign includes:
 - Included as part of event promotions 15,000 online banner advertisements
 - Included in a dedicated e-blast to 31,000 subscribers
 - Rotated advertisements in 24-hour site skin or one sliding billboard advertisement on home page with logo
 - Included in event promotions in one (1) newsletter inclusion
 - Included in event promotions in one or two (1-2) social media outreach in the form of mentions and tags to 10,000 fans
 - Featured as part of the event listing on UT San Diego
- ▼ 4 tickets for April 8th Padres vs. San Francisco Giants (Field Level seats)
- ▼ 10 tickets to craft beer/spirits garden, good for one beverage each
- ▼ Inclusion on EVA communication channels: website, eNews, dedicated eBlasts, and social media
- ▼ Inclusion in 1 McFarlane Promotions weekly eblast to 22,000 opt-in subscribers
- ▼ Recognized in all related marketing collateral: multiple press releases, flyers, digital advertisements (above), and event posters (sponsorship must be secured before event materials printed)
- ▼ Opportunity to highlight services at 10' x 10' vendor space at the block party
- ▼ Recognized by announcer on stage between performances, minimum 2 times

*Double Header sponsor to provide \$2,500 check made payable to the East Village Association, Inc.
High resolution company logo and website if applicable*



FIRST BASE SPONSOR

\$2,000
(THREE AVAILABLE)

- ▼ UT San Diego Online Campaign (details pending) Sample campaign includes:
 - Included as part of event promotions 15,000 online banner advertisements
 - Included in a dedicated e-blast to 31,000 subscribers
 - Rotated advertisements in 24-hour site skin or one sliding billboard advertisement on home page with logo
 - Included in event promotions in one (1) newsletter inclusion
 - Included in event promotions in one or two (1-2) social media outreach in the form of mentions and tags to 10,000 fans
 - Featured as part of the event listing on UT San Diego
- ▼ 4 tickets for April 8th Padres vs. San Francisco Giants (Field Level seats)
- ▼ 6 tickets to craft beer/spirits garden, good for one beverage each
- ▼ Inclusion on EVA communication channels: website, eNews, dedicated eBlasts, and social media
- ▼ Inclusion in 1 McFarlane Promotions weekly eblast to 22,000 opt-in subscribers
- ▼ Recognized in all related marketing collateral: multiple press releases, flyers, digital advertisements (above), and event posters (sponsorship must be secured before event materials printed)
- ▼ Recognized by announcer on stage between performances, minimum 2 times
- ▼ Option to upgrade for vendor space if available

*First Base sponsor to provide \$2,000 check made payable to the East Village Association, Inc.
High resolution company logo and website if applicable*



STAGE SPONSORSHIP

\$2,000
(ONE AVAILABLE)

- ▼ UT San Diego Online Campaign (details pending) Sample campaign includes:
 - Included as part of event promotions 15,000 online banner advertisements
 - Included in a dedicated e-blast to 31,000 subscribers
 - Rotated advertisements in 24-hour site skin or one sliding billboard advertisement on home page with logo
 - Included in event promotions in one (1) newsletter inclusion
 - Included in event promotions in one or two (1-2) social media outreach in the form of mentions and tags to 10,000 fans
 - Featured as part of the event listing on UT San Diego
- ▼ 4 tickets for April 8th Padres vs. San Francisco Giants (Field Level seats)
- ▼ 6 tickets to craft beer/spirits garden, good for one beverage each
- ▼ Inclusion on EVA communication channels: website, eNews, dedicated eBlasts, and social media
- ▼ Inclusion in 1 McFarlane Promotions weekly eblast to 22,000 opt-in subscribers
- ▼ Recognized in all related marketing collateral: multiple press releases, flyers, digital advertisements (above), and event posters (sponsorship must be secured before event materials printed)
- ▼ Recognized by announcer on stage between performances, minimum 2 times
- ▼ Your backstage banner featured on the Main Stage. (banner to be provided by client).

Stage Sponsor will provide the main stage.

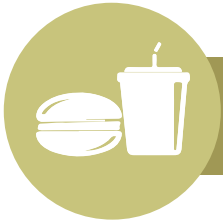


PINCH HITTER SPONSOR

\$1,000
(SIX AVAILABLE)

- ▼ UT San Diego Online Campaign (details pending) Sample campaign includes:
 - Included as part of event promotions 15,000 online banner advertisements
 - Included in a dedicated e-blast to 31,000 subscribers
 - Rotated advertisements in 24-hour site skin or one sliding billboard advertisement on home page with logo
 - Included in event promotions in one (1) newsletter inclusion
 - Included in event promotions in one or two (1-2) social media outreach in the form of mentions and tags to 10,000 fans
 - Featured as part of the event listing on UT San Diego
- ▼ Inclusion on EVA communication channels: website, eNews, dedicated eBlasts, and social media
- ▼ Inclusion in 1 McFarlane Promotions weekly eblast to 22,000 opt-in subscribers
- ▼ Recognized in all related marketing collateral: multiple press releases, flyers, digital advertisements (above), and event posters (sponsorship must be secured before event materials printed)
- ▼ Recognized by announcer on stage between performances, minimum 1 times

*First Base sponsor to provide \$1,000 check made payable to the East Village Association, Inc.
High resolution company logo and website if applicable*



IN KIND SPONSOR CUPS

\$1,000
(ONE AVAILABLE)

- ▼ UT San Diego Online Campaign (details pending) Sample campaign includes:
 - Included as part of event promotions 15,000 online banner advertisements
 - Included in a dedicated e-blast to 31,000 subscribers
 - Rotated advertisements in 24-hour site skin or one sliding billboard advertisement on home page with logo
 - Included in event promotions in one (1) newsletter inclusion
 - Included in event promotions in one or two (1-2) social media outreach in the form of mentions and tags to 10,000 fans
 - Featured as part of the event listing on UT San Diego
- ▼ Inclusion on EVA communication channels: website, eNews, dedicated eBlasts, and social media
- ▼ Inclusion in 1 McFarlane Promotions weekly eblast to 22,000 opt-in subscribers
- ▼ Recognized in all related marketing collateral: multiple press releases, flyers, digital advertisements (above), and event posters (sponsorship must be secured before event materials printed)
- ▼ Recognized by announcer on stage between performances, minimum 1 times

Sponsor to provide 20,000 (12 oz cups) for beer and 8,000 (10 oz cups)



IN KIND WELCOME ENTRANCE SIGN

\$1,000
(ONE AVAILABLE)

- ▼ UT San Diego Online Campaign (details pending) Sample campaign includes:
 - Included as part of event promotions 15,000 online banner advertisements
 - Included in a dedicated e-blast to 31,000 subscribers
 - Rotated advertisements in 24-hour site skin or one sliding billboard advertisement on home page with logo
 - Included in event promotions in one (1) newsletter inclusion
 - Included in event promotions in one or two (1-2) social media outreach in the form of mentions and tags to 10,000 fans
 - Featured as part of the event listing on UT San Diego
- ▼ Inclusion on EVA communication channels: website, eNews, dedicated eBlasts, and social media
- ▼ Inclusion in 1 McFarlane Promotions weekly eblast to 22,000 opt-in subscribers
- ▼ Recognized in all related marketing collateral: multiple press releases, flyers, digital advertisements (above), and event posters (sponsorship must be secured before event materials printed)
- ▼ Recognized by announcer on stage between performances, minimum 1 times

Sponsor to (4) 10x3 banners with agreed upon event verbiage and company logo. Banners must have grommets on each corner.



Contact Information

Business / Booth Name	Contact Person
Business Address / City / State / Zip	
Contact Phone Number	Contact E-Mail Address
Health Permit No. & Exp. <small>(if applicable)</small>	Business Website
Additional Comments	

Sponsorship Level

- | | |
|---|--|
| <input type="checkbox"/> Grand Slam Sponsor - \$15,000 | <input type="checkbox"/> First Base Beverage Sponsor - \$2,000 |
| <input type="checkbox"/> Exclusive Car Showcase Sponsor - \$15,000 | <input type="checkbox"/> Stage Sponsorship - \$2,000 |
| <input type="checkbox"/> Home Run Beverage Sponsor - \$5,000
<small>plus product or \$6,000 cash</small> | <input type="checkbox"/> Pinch Hitter Sponsorship - \$1,000 |
| <input type="checkbox"/> Ace Sponsor - \$7,500 | <input type="checkbox"/> In Kind Sponsor Cups |
| <input type="checkbox"/> Double Header Sponsor - \$3,500 | <input type="checkbox"/> In Kind Welcome Entrance Sign |

I hereby warrant and confirm that the above information is, to the best of my knowledge, true and correct and further certify that I have read all of the information provided in this application.

Sponsor Signature / Date

THREE EASY WAYS TO SUBMIT THE RESERVATION:



EMAIL jenna@mcfarlanepromotions.com



FAX 619.233.0898



MAIL East Village Association, c/o McFarlane Promotions,
656 5th Avenue, Suite B, San Diego, CA 92101



Credit Card Authorization Form

Billing Information

Business Name	Contact Name / Title
Address / City / State / Zip	
Phone Number	E-Mail Address

Credit Card Information

Name on Card	Type <small>(MasterCard, Visa, etc)</small>	
Card Number	Exp. <small>(MM/YY)</small>	CCV <small>(3 digits on back of card)</small>
Amount to be charged: \$	Invoice #	

I (print name) _____, am authorized signer for this credit card and approve the above amount to be charged.

Signature _____ Date _____

Please email completed application to Jenna@McFarlanePromotions.com Fax to 619.233.0898 or Mail with check to McFarlane Promotions, Inc. at 656 Fifth Avenue, Suite B, San Diego, CA 92101. Please make check payable East Village Association.



GET READY FOR A WINNING SEASON IN 2017!



Please email completed application to Jenna@McFarlanePromotions.com
Fax to 619.233.0898 or Mail with check to McFarlane Promotions, Inc. at
656 Fifth Avenue, Suite B San Diego, CA 92101. Please make check
payable East Village Association.

EastVillageSanDiego.com