

ENCINITAS 101 MAINSTREET ASSOCIATION

SPONSORSHIP KIT

ENCINITAS 101
DOWNTOWN *by the* BEACH



OUR TOWN

Encinitas is the quintessential surf town boasting a rich history and an eclectic and adventurous spirit. A living reminder of the historic Highway 101 beach culture that thrived in the mid-1900s, it retains much of that quaint, quiet charm while blending the innovation of the present and future. Located on six miles of Pacific Ocean coastline, Encinitas is home to 60,000 North County residents. It's beautiful beaches, world-renowned surf breaks and diverse assortment of shops & restaurants are enjoyed by residents and visitors alike.

The Encinitas 101 MainStreet is committed to the preservation and enhancement of Downtown Encinitas. We are *The Voice of Downtown*, representing downtown businesses and advocating for practices that encourage smart growth, historic preservation, community cultivation and public engagement.

OUR REACH



Newsletter

Our weekly newsletter reaches 4,000+ unique subscribers and has an average 40% open rate.



Audience

Our events attract an audience of over 25,000 people each year spanning a variety of ages, family types and interests.



Instagram

Instagram is one of our most popular tools. Our feed has 6,000+ followers with our posts averaging 120+ likes.



Facebook

We have a combined total of 29,000 likes between the multiple Facebook pages we manage.

OUR EVENTS



SPRING STREET FAIR

April 28 - 29, 2018

The Encinitas Spring Street Fair is a two-day festival that includes over 450 unique food, arts and crafts vendors plus four entertainment stages, children's rides, two Bike Valets, and a Beer Garden! This event takes place on historic Coast Highway 101 and attracts 50,000 people each day. The eclectic live music and crowds bring people from all over to this So-Cal beach destination!



ENCINITAS CRUISE NIGHTS

May - September (Third Thursdays)

Encinitas Cruise Nights is an eighteen year-long beloved community event and also the only regularly scheduled car show along the historic Coast Highway 101 in Southern California. People of all ages come to enjoy the nostalgia of the classic cars and trucks lining the street. This event has been recognized as a community asset by the citizens, merchants, the Mayor and the City Council. Live music fills the air in several locations as hundreds of people roam the downtown.



TASTE OF ENCINITAS

August 7, 2018

Our long-standing taste event brings 2,000 attendees including locals and visitors for an evening filled with food, beer, wine and live music. The event features 30+ restaurants and 20 sip stops hosted by local shops and salons. This event is our most marketed event and requires the most promotional material to maximize ticket sales. Ticket sales sell out every year without fail.

OUR EVENTS



SAFE TRICK OR TREAT

October 31, 2018

This popular Halloween event draws thousands of costumed residents of all ages. Families and locals head downtown for treats and amazing pumpkin displays that are carved by the monks at our Self Realization Fellowship. From Encinitas Blvd to K Street, the fantastic, carved pumpkins are lit up and in multiple viewing locations downtown. Kids enjoy Halloween-themed activities and game in the Lumberyard Courtyard. Live music at four different places along Coast Highway 101. This event is fiercely supported by the downtown Encinitas businesses, many staying open late to welcome trick-or-treaters.



HOLIDAY STREET FAIR

November 18, 2018

Similar to the Spring Street Fair, this one-day festival brings 40,000 attendees to enjoy over 450 food, arts and crafts vendors. Visitors appreciate the live music at four locations and the rocking Beer Garden all while getting their holiday shopping done. This event appeals to all ages because it has something for everyone.

SPONSOR A STARFISH

All Year Round

\$400



Recognition below the Starfish on prominent locations along Highway 101. Named as a sponsor in all press releases.

Recognition lasts for 4 years

STREET FAIRS



STREET FAIRS

SPONSORSHIP PACKAGES

BEER SPONSOR | \$2500

(Limited to One Sponsor)

- Large logo near top of all fair marketing promotions
- Exclusive beer vendor for beer garden
- Linked logo on website home page
- Mention in press releases as major sponsor
- Linked logo in weekly e-newsletter **(4,000+ reach)**
- Social media inclusion – all channels **(7,600+ reach)**
- Opportunity to distribute marketing material at fair
- Business recognized on stage during event
- Prominent signage at Beer Garden stage and/or entry

BEER GARDEN SPONSOR | \$3,000

(Limited to One Sponsor)

- Large logo near top of all fair marketing promotions
- Exclusive location for booth inside of beer garden
- Linked logo on website home page
- Mention in press releases as major sponsor
- Linked logo in weekly e-newsletter **(4,000+ reach)**
- Social media inclusion – all channels **(7,600+ reach)**
- Linked logo on relevant digital media
- Opportunity to distribute marketing material at fair
- Business recognized on stage during event
- Logo on banner on Beer Garden Stage
- Prominent signage at Beer Garden stage and/or entry

STREET FAIRS

SPONSORSHIP PACKAGES

PRESENTING SPONSOR | \$6,000

(Limited to One Sponsor)

- Name and Logo on large banner at North and South ends of Fair
- Large logo near top of all fair marketing promotions
- Exclusive location for 20' x 20' booth at fair **(\$2600 value)**
- Linked logo on website home page
- Mention in press releases as major sponsor
- Linked logo in weekly e-newsletter **(4,000+ reach)**
- Social media inclusion – all channels **(7,600+ reach)**
- Linked logo on relevant digital media
- Opportunity to distribute marketing material at fair
- Business recognized on stage during event



CRUISE NIGHTS

CRUISE NIGHTS

SPONSORSHIP PACKAGES

BAND SPONSOR | \$350

- Logo prominently featured on signage in front of band:
"Music Sponsored by..."
- Mention by emcee at Main Stage area
- Mention in E101 e-newsletters
- Linked logo on E101 home page
- Linked logo on event webpage
- Social Media posts each event date

STREET SPONSOR | \$500

- Logo Prominently featured on:
 - Event Posters
 - Event Advertisements
- Space for booth or table at sponsored location
- Banner at corner/barricade
- Mention by emcee at Main Stage Area
- Mention in all E101 press releases
- Mention in E101 e-newsletters
- Linked logo on E101 home page
- Linked logo on event webpage
- Social media posts for each event date

CRUISE NIGHTS

SPONSORSHIP PACKAGES

SERIES SPONSOR | \$5,000

(Limited to One Sponsor)

- Event branded as **"Presented by"** your company
- Logo Prominently featured on:
 - Event Posters
 - Event Advertisements
- Exclusive booth at main-stage location (F Street)
- Large banner at Main Stage Area if requested
- Mention by emcee at Main Stage Area
- Mention in all E101 press releases
- Mention in E101 e-newsletters
- Linked logo on E101 home page
- Linked logo on event webpage
- Social media posts for each event date

A large tray of small plastic cups filled with orange soup, garnished with herbs, being prepared in a kitchen. The cups are arranged in neat rows on a wooden surface. In the foreground, a person's hands are visible, one holding a purple-handled knife and the other holding a yellow flower, suggesting the final garnishing stage. The background shows a blurred kitchen environment with a white countertop and a person's arm.

TASTE OF MAINSTREET

TASTE OF MAINSTREET

SPONSORSHIP PACKAGES

MUSIC SPONSOR | \$250

- Mention in all press releases as presenting sponsor
- Linked Logo on relevant digital media including E101 home page
- Marketing opportunities on all social media channels
- Logo on A-Frames near entertainment stage
- Mention in marketing materials as music sponsor
- Linked logo on relevant digital media, including event webpage

PRESENTING SPONSOR | \$3,000

(Limited to One Sponsor)

- Large logo near top of all event posters
- Name and logo on event apron, high profile at all stops
- Exclusive location for booth
- Mention in all press releases as presenting sponsor
- Mention in all marketing material as presenting sponsor
- Linked Logo on relevant digital media including E101 home page
- Marketing opportunities on all social media channels
- Linked logo on relevant digital media, including event webpage



SAFE TRICK OR TREAT

SAFE TRICK OR TREAT

SPONSORSHIP PACKAGES


TREAT SPONSOR | IN KIND EQUIVALENT TO \$1,000

- Large logo near top of all event posters
- Linked logo on relevant digital media, including event web page
- Marketing opportunities on all social media channels

PRESENTING SPONSOR | \$3,000

(Limited to One Sponsor)

- Large logo near top of all event posters
- Mention in all press releases as presenting sponsor
- Linked Logo on relevant digital media, including E101 home page and event webpage
- Marketing opportunities on all social media channels
- Signage or table near entertainment area
- Linked Logo on all social media

Encinitas is a state of mind. 

At its core, and in its heart, Encinitas hasn't changed much over the years. It's still the quintessential Surf City, with a traditional "Main Street," Old Highway 101, the historic coastal road that locals compare to Route 66.

ENCINITAS 101
D O W N T O W N *by the* B E A C H