

# ALL EVENT SPONSORSHIP OPPORTUNITIES



*PRESENTED BY*





2008

## DMVA All Event Sponsorship Opportunities

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### Diamond Level Sponsor - \$20,000.00

- ❑ Company name or Company logo prominently displayed in all advertising and promotion for each of the 3 Major DMVA Events for 2008 (**The 3 Major DMVA 2008 Events include: Summer Solstice, Taste and Art Stroll in Del Mar and Holiday Wonderland**) including:
  - ❑ Company Logo on all printed materials (postcards, event programs, etc.)
  - ❑ Logo in all print media advertising (Union Tribune, Del Mar Times, Carmel Valley Leader, Rancho Santa Fe Record, Solana Beach Sun newspapers)
  - ❑ Company logo in additional promotional advertising/articles
  - ❑ E-blast broadcasts featuring company logo sent to over 3,000 Del Mar and area residents and businesses
  - ❑ Company logo and link on the Del Mar Village Association web site home page and DMVA event pages prominently displayed
  - ❑ Company logo on all TV and Radio publicity for the event
- ❑ Diamond Level All Event Sponsor will also receive the following additional benefits:
  - ❑ Booth Space at All 3 Major DMVA Events
  - ❑ Right of first refusal for cooperative advertising for all 3 Major DMVA Events in local print advertising at reduced rates
  - ❑ Identifying window decal as a DMVA member
  - ❑ Complimentary Invitation to all DMVA downtown events (Vintner Dinner, Opening Day of the Races at En Fuego Cantina and Grill, Powerhouse Member Recognition Reception etc.)
  - ❑ 10 complimentary Tickets to each of the 3 Major DMVA Events
  - ❑ Two Del Mar Thoroughbred Clubhouse Season Passes for 2008 (good for 43 days)
  - ❑ 10 complimentary tickets to the 2008 San Diego County Fair held in Del Mar
  - ❑ Logo on 1 16 ¼ square inch San Diego Fairground/Del Mar Race Track
  - ❑ **Logo as a sponsor on 600+ Time Warner Cable TV spots for Holiday Wonderland (month of November) and 600+ Time Warner Cable TV spots for Taste and Art Stroll in Del Mar (months of September and October)**

Del Mar Village Association  
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#### Mission Statement

Enhancing the vitality of the Village of Del Mar while preserving its history and unique character



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## Platinum Level Sponsor - \$10,000

- ❑ Company name or Company logo prominently displayed in all advertising and promotion for each of the 3 Major DMVA Events for 2008 (**The 3 Major DMVA 2008 Events include: Summer Solstice, Taste and Art Stroll in Del Mar and Holiday Wonderland**) including:
  - ❑ Company Logo on all printed materials (postcards, event programs, etc.)
  - ❑ Logo in all print media advertising (Union Tribune, Del Mar Times, Carmel Valley Leader, Rancho Santa Fe Record, Solana Beach Sun newspapers)
  - ❑ Company logo in additional promotional advertising/articles
  - ❑ E-blast broadcasts featuring company logo sent to over 3,000 Del Mar and area residents and businesses
  - ❑ Company logo and link on the Del Mar Village Association web site home page and DMVA event pages prominently displayed
  - ❑ Company logo on select TV and Radio publicity for the event
- ❑ Platinum Level Event Sponsor will also receive the following additional benefits:
  - ❑ Right of first refusal for cooperative advertising for all 3 Major DMVA Events in local print advertising at reduced rates
  - ❑ Identifying window decal as a DMVA member
  - ❑ Complimentary Invitation to all DMVA downtown events (Vintner Dinner, First Day of the Races at En Fuego Cantina and Grill, Powerhouse Member Recognition Reception etc.)
  - ❑ 5 complimentary Tickets to each of the 3 Major DMVA Events
  - ❑ Two Del Mar Thoroughbred Clubhouse Season Passes for 2008 (good for 43 days)
  - ❑ 5 complimentary tickets to the 2008 San Diego County Fair held in Del Mar
  - ❑ Logo on 1 16 ¼ square inch San Diego Fairground/Del Mar Race Track

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## Media and/or In-Kind Sponsor – Monetary Contribution

DMVA is looking to partner with television, radio, and print media outlets that want to reach the local Del Mar or regional demographic through the invaluable visibility the events offer. In return, we seek air-time and/or ad space to further spread the word before and after these events. We also welcome beverage and selected food product partners. If you have a product you would like to share with sophisticated and affluent event attendees, we would like to establish an in-kind partnership with your company.

Media and/or In-Kind Sponsors are eligible for Diamond through the Platinum Sponsor Level promotional benefits (described above) depending on the reciprocal benefits. For more information on a sponsorship package tailored to your company's specific marketing goals, please contact us at [info@delmarmainstreet.com](mailto:info@delmarmainstreet.com).

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**2008**

## **SPONSOR BENEFITS**

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**Here are just a few ways your company will benefit as a sponsor of the DMVA 2008 Events**

### **HELP YOUR BUSINESS**

Through the DMVA extensive media campaign (described in detail below) each sponsor will:

- Have access to one of the most sought after demographics niches in the county
  - This is an exceptional opportunity to interface with the sophisticated San Diego County market
- Reach a large audience with repeat impressions through promotional materials
- Develop new customers
- Have a unique networking opportunity to connect with the community and visitors in a fun and entertaining environment

### **MAKE A DIFFERENCE**

- Demonstrate your company's commitment to the local community
- Proceeds from this event will benefit the revitalization of downtown and other philanthropic programs (see individual event description for further details)
- Help build community, develop traditions and bring arts and cultural experiences to the residents and visitors to Del Mar.

## **PROMOTIONAL AND MEDIA BENEFITS**

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*Depending upon the level selected by a sponsor for all DMVA events or a single DMVA event, company logos or names or an individual name may be included in the following PR:*

### **EVENT PROGRAM**

With the help of DMVA's key media partner, the Del Mar Times Newspaper, an event program will be inserted into 6,500 newspapers as a supplement the week prior to selected events. Additional copies of the programs will be distributed at the selected events. Company logos or names or individual names will be prominently displayed as event sponsors on these programs.

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## POSTCARDS

Four-color, 6x 9, 2-sided postcards are mailed to all 9,000 + Del Mar residents and businesses within the 92014 zip code and 1,000+ postcards are distributed to local and regional businesses for each event. Company logos or names or individual names will be prominently displayed as event sponsors on these postcards.

## THE WEB

Depending on the level of sponsorship, a link will be placed on the Del Mar Village Association web site (<http://www.delmarmainstreet.com>) for each event. The DMVA has over 10,000 hits per month and links to all local area websites and regional visitor sites (e.g., Del Mar Fairgrounds, Del Mar Thoroughbred Club, City of Del Mar, Del Mar Times, Del Mar Regional Chamber of Commerce, L'Auberge Del Mar etc.). Company logos or names or individual names will be prominently displayed as event sponsors on these web pages.

## E-BLASTS

Eblasts will be professionally sent to 3,000+ DMVA subscribers. Company logos or names or individual names will be prominently displayed as event sponsors on these eblasts.

## PRINT MEDIA

We have partnered with the Del Mar Times, Carmel Valley Leader, Rancho Santa Fe Record, Solana Beach Sun and the Union Tribune to help promote and advertise this event.

### San Diego Union Tribune newspaper ads

A total of two (2) ads per event (total of 8 paid ads) will be placed promoting each event and downtown Del Mar. Total weekly circulation of the San Diego Union Tribune is over 1,000,000 in San Diego and another 75,000 households in Carlsbad, Oceanside, Vista, San Marcos and Escondido.

### Del Mar Times, Carmel Valley Leader, Rancho Santa Fe Record, Solana Beach Sun newspaper ads

A total of two (2) ads per event (8 total ads) will be placed promoting each event and downtown Del Mar as well as one (1) follow-up ad for each event acknowledging/thanking sponsor in each of these local papers. The total weekly circulation of all of these papers is well over 38,000 with a readership of 56,250.

All events will also appear in any and all additional purchased and/or in-kind advertising/articles which may be used to promote each event. DMVA sends out media releases and advisories to over 250 media contacts for each event on a weekly basis 30 calendar days before each event. Company logos or names or individual names will be prominently displayed as event sponsors on this promotion.

## TV and RADIO PROMOTION

Depending upon your level of sponsorship, company name or logo or individual name will receive mention in in-kind promotional television and radio spots. As mentioned, the DMVA promotional campaign includes the distribution of media releases and advisories to over 250 media contacts for each event. The 2007 events included many on-site television spots/interviews with local stations in addition to over 1,400 aired Time Warner Cable ad spots on local cable channels for 2 of our events.

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### DAY OF EVENT NETWORKING

Depending on the sponsorship level, sponsors may have the opportunity to have a booth or other presence at the event venue to distribute information or to just meet and greet the community.

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## DEMOGRAPHICS

Estimated Attendance at DVMA Events:

Summer Solstice –	700-800
Taste & Art Stroll in Del Mar --	5,000-6,000
Holiday Wonderland --	2,000-3,000

Del Mar's per capita income is significantly higher than that of neighboring communities and the county of San Diego. Del Mar has a significantly higher percentage of households with annual incomes over \$150,000 or more than that of nearby communities or the County as a whole.

Del Mar possesses extraordinary assets. It borders a thriving metropolitan area, with several million potential customers, within easy reach. Del Mar's main street is one of the nation's most celebrated historic highways, brining the community a steady flow of visitors.

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## 2008 Event Overview

### WHAT

Summer Solstice which takes place in Powerhouse Park overlooks the Pacific and is one of Del Mar's most anticipated events. Attendees experience delectable culinary creations from Del Mar's highly regarded restaurants, enjoy selections from some of California's best wineries and breweries and participate in a lively silent/live auction. Backed by the enticing sounds of steel drums, amazing front-row sunset views and balmy ocean breezes this is the way Del Mar celebrates the arrival of summer! In 2007, this popular event sold out in advance and is expected to sell out early again in 2008. Expected attendance is 800 locals and visitors.

**Proceeds from this event will benefit the revitalization of downtown Del Mar**

### WHERE

Summer Solstice is held in Powerhouse Park between 15<sup>th</sup> and 17<sup>th</sup> Streets and Coast Blvd. in the beautiful coastal community of Del Mar. Powerhouse Park is the hub of Del Mar's beach activity with green lawns giving way to the wide sands of Del Mar Beach. The park is adjacent to the historic Powerhouse building that now serves as a community center. It is a spectacular setting for this colorful community celebration of summer.

### WHEN

**Thursday, June 19<sup>th</sup> 2008**  
**5pm until 8pm**

### WHO

Summer Solstice is presented by the Del Mar Village Association (DMVA). The DMVA is a non-profit Main Street organization committed to revitalizing the Village of Del Mar. Please visit our website at [www.delmarmainstreet.com](http://www.delmarmainstreet.com) or email us at [info@delmarmainstreet.com](mailto:info@delmarmainstreet.com) for more information.

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## 2008 Event Overview

### WHAT

The Taste and Art Stroll in Del Mar is an annual event held in the heart of the charming village of Del Mar. The event includes a free art stroll and a ticketed restaurant taste. Tease your palate with samples of delicious culinary creations offered by some of Del Mar and North County's finest food purveyors and sip selections from California wineries and local breweries while strolling among artist's tents featuring juried original artwork by over 70 talented, local and regional artists. This spectacular celebration of art and cuisine also includes live music, a children's interactive art area and a pet stroll. In 2007 this event sold out of Taste tickets and is expected to sell out again this year. We expect between 5,000 and 10,000 attendees.

**Proceeds from this event will benefit the revitalization of downtown Del Mar**

### WHERE

The Taste and Art Stroll fills the seaside community of Del Mar from 15<sup>th</sup> Street to the Del Mar Plaza and down historic Coast Highway 101/Camino Del Mar. The downtown section of Camino Del Mar is closed to traffic the day of the event as cars are replaced with a parade of artist tents and colorful works of art. The heart of Del Mar is the perfect site for this premier art and food festival.

### WHEN

**Saturday, October 4th 2008**

### WHO

Taste and Art Stroll in Del Mar is presented by the Del Mar Village Association (DMVA). The DMVA is a non-profit Main Street organization committed to revitalizing the village of Del Mar. Please visit our website at [www.delmarmainstreet.com](http://www.delmarmainstreet.com) or email us at [info@delmarmainstreet.com](mailto:info@delmarmainstreet.com) for more information.

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## 2008 EVENT OVERVIEW

### WHAT

The Del Mar Village Association (DMVA) will present the 4th annual Holiday Wonderland in Del Mar on Sunday, December 7, 2008 from noon – 4:00 pm in downtown Del Mar. The event will conclude with the annual Tree Lighting at 5:30pm at the L'Auberge Del Mar Outside Amphitheater.

Holiday Wonderland highlights Del Mar's downtown retail community of high-quality food purveyors and unique independent merchants bringing community members and visitors into Del Mar during the holiday season. Over 20 participating Del Mar restaurants will serve samples of local cuisine and gift vendors will offer holiday items at the Holiday Gift bazaar. Musical entertainment including strolling carolers will be featured along with local choirs, a puppet show and other holiday performances. For the children, Santa will travel from the North Pole for pictures while horse & carriage rides, a cake walk, cotton candy, fun zone activities and multiple arts and craft opportunities will be happening throughout downtown Del Mar! This event is expected to draw thousands of people to Del Mar from the immediate and the greater San Diego area.

**Proceeds from this event will benefit the revitalization of downtown Del Mar as well as our local Del Mar Heights and Del Mar Hills Elementary Schools education programs.**

### WHERE

This popular DMVA community event encompasses the entire downtown area. Activities stretch throughout the Village of Del Mar along Camino Del Mar/Pacific Coast Highway 101 from 15<sup>th</sup> Street to 11<sup>th</sup> Street including the L'Auberge Del Mar Outside Amphitheater and the Del Mar Plaza. The Tree Lighting will take place at the L'Auberge Del Mar Outside Amphitheater.

### WHEN

**Sunday, December 7th 2008**

**Holiday Wonderland 12pm until 4pm and Tree Lighting 5:30pm**

### WHO

Holiday Wonderland and the Tree Lighting are presented by the Del Mar Village Association (DMVA). The DMVA is a non-profit Main Street organization committed to revitalizing the Village of Del Mar. Please visit our website at [www.delmarmainstreet.com](http://www.delmarmainstreet.com) or email us at [info@delmarmainstreet.com](mailto:info@delmarmainstreet.com) for more information.

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