

Downtown Farmers' Market

Overview

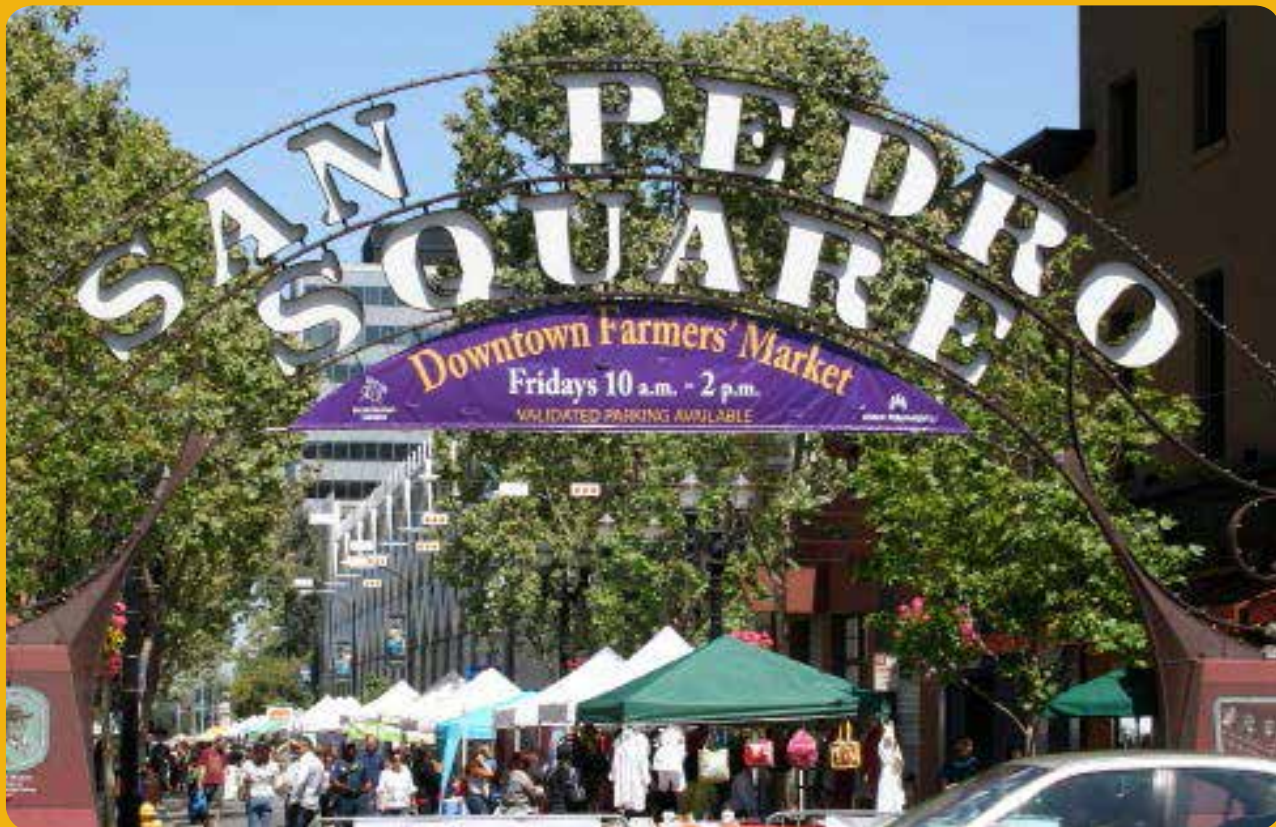
Going into its 22nd season, the Downtown Farmers' Market at San Pedro Square is a certified farmers' market produced by the San Jose Downtown Association in partnership with Pacific Coast Farmers' Market Association. The market features certified produce and specialty foods, entertainment and take-away food. The market offers special promotions including local chef cooking demonstrations, educational programs, contests, canning and preserving demonstrations, varietal tastings and much more.



DOWNTOWN SAN JOSE
**FARMERS'
MARKET**

PRESENTED BY  KAISER PERMANENTE.

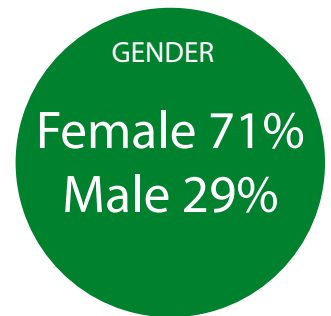
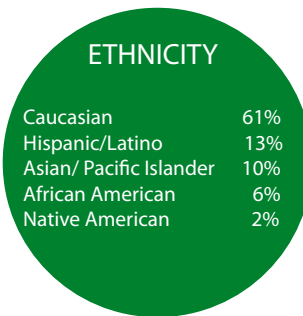
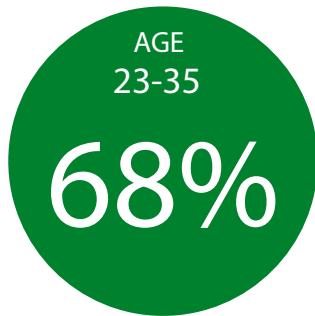
MAY 6-NOV 18



ABOUT THE VENUE

San Pedro Square is located between Santa Clara and St. John streets in San Jose. The city's original settlement, San Pedro Square is home to two national historic landmarks, the Peralta Adobe and Fallon House. The Peralta Adobe was built in 1797 and is the oldest building in San Jose. The Fallon House is an Italianate mansion built in 1855 by Thomas Fallon, mayor of San Jose from 1859 to 1860. Today, San Pedro Square is a dining and nightlife destination featuring the San Pedro Square Public Market, Theatre on San Pedro Square and many restaurants and bars.

Demographics



San Jose Downtown Association

The San Jose Downtown Association (SJDA) represents business and property owners and works to enhance downtown's vitality and livability. The non-profit membership-based organization was founded in 1986.



Sponsorship Opportunities

Onsite Booth:	starting at \$300 per day
Event Sponsorship:	\$2,500
Associate Sponsor:	\$5,000
Spotlight Sponsor:	\$10,000
Presenting Sponsor:	\$15,000
Title Sponsor :	\$25,000
Reusable Bag Sponsor:	\$2,500 plus cost of bags

For details on sponsorship benefits please contact
Joe Noonan at jnoonan@sjdowntown.com
or 408-279-1775 x322



EVENT SPONSOR

TOP LINE BENEFITS

- Extensive visibility for more than seven months throughout Silicon Valley.
- Brand awareness in the center of downtown San Jose, creating an effective platform to interact and engage with highly attractive demographic audiences.
- Strong affiliation with well-known national and local retailers, restaurants, hotels and the San Jose Downtown Association representing more than 1,800 businesses.

PRINT ADVERTISING ENTITLEMENTS

- Company name or logo included in more than 29 print ads in Metro Newspapers and El Observador. Value: \$29,800

ON-SITE OPPORTUNITIES

- Opportunity to be on-site for five days at the Farmers' Market to distribute samples, demonstrate products and interact with consumers.

WEBSITE/SOCIAL MEDIA MARKETING

- Company logo and link on the Farmers' Market web page for one year (2,015 visitors per month)
- Sponsor recognition on sjdowntown.com website for one year.

PUBLIC RELATIONS

- Company recognition in May 2013 Downtown Dimension (4-color printed monthly newsletter distributed to 4,000 downtown businesses, SJDA members and community leaders)
- Company name and logo in Downtowner Online, SJDA's weekly e-newsletter (direct distribution to 4,500 recipients with an estimated total distribution of 8,000-10,000).

HOSPITALITY

- (15) \$1 Carrot Cash. Carrot Cash is Farmers' Market currency that can be redeemed for food or produce at the Farmers' Market.

TOTAL INVESTMENT: \$2,500

ASSOCIATE SPONSOR

TOP LINE BENEFITS

- Extensive visibility for more than seven months throughout Silicon Valley.
- Brand awareness in the center of downtown San Jose, creating an effective platform to interact and engage with highly attractive demographic audiences.
- Strong affiliation with well-known national and local retailers, restaurants, hotels and the San Jose Downtown Association representing more than 1,800 businesses.

PRINT ADVERTISING ENTITLEMENTS

- Company name or logo included in more than 30 print ads in Metro Newspapers and El Observador. Value: \$29,800

ON-SITE OPPORTUNITIES

- Opportunity to be on-site for seven days at the Farmers' Market to distribute samples, demonstrate products and interact with consumers.

WEBSITE/SOCIAL MEDIA MARKETING

- Company logo and link on the Farmers' Market web page for one year (2,015 visitors per month from January 2012 – December 2012)

PUBLIC RELATIONS

- Company recognition in May 2013 Downtown Dimension, 4-color printed monthly newsletter (distributed to 4,000 downtown businesses, SJDA members and community leaders).
- Recognition in Downtowner Online, SJDA's weekly e-newsletter (direct distribution to 4,500 recipients with an estimated total distribution of 8,000-10,000)

HOSPITALITY

- (25) \$1 Carrot Cash. Carrot Cash is Farmers' Market currency that can be redeemed for food or produce at the Farmers' Market.

TOTAL INVESTMENT: \$5,000

SPOTLIGHT SPONSOR

TOP LINE BENEFITS

- Extensive visibility for more than seven months throughout Silicon Valley.
- Brand awareness in the center of downtown San Jose, creating an effective platform to interact and engage with highly attractive demographic audiences.
- Strong affiliation with well-known national and local retailers, restaurants, hotels and the San Jose Downtown Association representing more than 1,800 businesses.

PRINT ADVERTISING ENTITLEMENTS

- Company name or logo included in more than 30 print ads in Metro Newspapers and El Observador.
Total value: \$29,800

MARKETING, EVENTS & PROMOTIONAL OPPORTUNITIES

- Company logo featured on more than 30,000 fliers and 250 posters.
- Company logo featured in 100 VTA Light Rail Station Posters and 2 APT posters displayed through out downtown San Jose. Total value: \$42,000

ON-SITE OPPORTUNITIES

- Opportunity to be on-site for seven days at the Farmers' Market to distribute samples, demonstrate products and interact with consumers.

WEBSITE/SOCIAL MEDIA MARKETING

- Company logo and link on the Farmers' Market web page for one year (2,015 visitors per month)
- Sponsor recognition on sjdowntown.com website for one year.

PUBLIC RELATIONS

- Company name included on all public relations and press materials.
- Company name and logo in May 2013 Downtown Dimension, 4-color printed monthly newsletter distributed to 4,000 downtown businesses, SJDA members and community leaders.
- Recognition in Downtowner Online, SJDA's weekly e-newsletter with direct distribution to 4,500 recipients with an estimated total distribution of 8,000-10,000.

HOSPITALITY

- (50) \$1 Carrot Cash. Carrot Cash is Farmers' Market currency that can be redeemed for food or produce at the Farmers' Market.

TOTAL INVESTMENT: \$10,000

PRESENTING SPONSOR

TOP LINE BENEFITS

- Extensive visibility for more than six months throughout Silicon Valley.
- Brand awareness in the center of downtown San Jose, creating an effective platform to interact and engage with highly attractive demographic audiences.
- Strong affiliation with well-known national and local retailers, restaurants, hotels and the San Jose Downtown Association representing more than 1,800 businesses.

PRINT ADVERTISING ENTITLEMENTS

- Company name or logo included in more than 30 print ads in Metro Newspapers and El Observador. Value: \$30,000

MARKETING, EVENTS & PROMOTIONAL OPPORTUNITIES

- Company logo featured on more than 20,000 fliers and 150 posters.
- Company logo featured in 100 VTA Light Rail Station Posters and 2 APT posters displayed through out downtown San Jose. Total value: \$42,000

ON-SITE OPPORTUNITIES

- Opportunity to be on-site 2x/month at the Farmers' Market to distribute samples, demonstrate products and interact with consumers.

E-MARKETING

- Company name and logo in Downtown Dimension, 4-color printed monthly newsletter distributed to 4,000 downtown businesses, SJDA members and community leaders.
- Recognition in Downtowner Online, SJDA's weekly e-newsletter with direct distribution to 4,500 recipients with an estimated total distribution of 8,000-10,000.

WEBSITE/SOCIAL MEDIA MARKETING

- Company logo and link on the Farmers' Market web page for one year (2,015 visitors per month)
- Sponsor recognition on sjdowntown.com website for one year.
- Company name included in weekly Facebook posts to more than 10,000 fans.

PUBLIC RELATIONS

- Company name included on all public relations and press materials.
- Dedicated communications staff will work in partnership with your company to ensure continuity and messaging.

HOSPITALITY

- (100) \$1 Carrot Cash. Carrot Cash is Farmers' Market currency that can be redeemed for food or produce at the Farmers' Market.

TOTAL INVESTMENT: \$15,000

TITLE SPONSOR

TOP LINE BENEFITS

- Extensive visibility for more than six months throughout Silicon Valley.
- Brand awareness in the center of downtown San Jose, creating an effective platform to interact and engage with highly attractive demographic audiences.
- Strong affiliation with well-known national and local retailers, restaurants, hotels and the San Jose Downtown Association representing more than 1,800 businesses.
- Category exclusivity and first right of refusal for 2014 market series.

POSITIONING

- Company name titles the event and is positioned within the top one third of all marketing, advertising and promotional pieces.

PRINT ADVERTISING ENTITLEMENTS

- Company name or logo included in more than 30 print ads in Metro Newspapers and El Observador. Value: \$30,000

MARKETING, EVENTS & PROMOTIONAL OPPORTUNITIES

- Company logo featured on more than 20,000 fliers and 150 posters.
- Company logo featured on 75-100 VTA Light Rail station posters and 3 APT posters displayed. Value: \$40,000
- Opportunity to provide branded Frequent Shopper incentives/gifts.

ON-SITE OPPORTUNITIES

- Opportunity to be on-site during 28 market days to distribute samples, demonstrate products and interact with consumers. (Every Friday May 3– Nov. 15, not including July 5)

E-MARKETING

- Company name and logo in Downtown Dimension, 4-color printed monthly newsletter distributed to 4,000 downtown businesses, SJDA members and community leaders.
- Recognition in Downtowner Online, SJDA's weekly e-newsletter with direct distribution to 4,500 recipients with an estimated total distribution of 8,000-10,000.
- (4) exclusive Downtowner Online email promotional offer/messaging.

WEBSITE/SOCIAL MEDIA MARKETING

- Company logo and link on the Farmers' Market web page for one year (2,015 visitors per month)
- Sponsor recognition on sjdowntown.com website for one year.
- Company name included in weekly Facebook posts to more than 10,000 fans.

PUBLIC RELATIONS

- Company name included on all public relations and press materials.
- Dedicated communications staff will work in partnership with your company to ensure continuity and messaging.

HOSPITALITY

- (200) \$1 Carrot Cash. Carrot Cash is Farmers' Market currency that can be redeemed for food or produce at the Farmers' Market.
-

TOTAL INVESTMENT: \$25,000