

SPONSORSHIP PACKET

A Toast To

SAUSALITO

GET SAUCY



STAY SALTY

Beer,
Wine
&
Spirits
Festival

OCTOBER 19, 2024 | 1:00pm-5:00pm

CALEDONIA STREET

[SAUSALITO.GOV/FESTIVAL](https://sausalito.gov/festival)

PacificSun



RENEWAL
by ANDERSEN

PIVOTAL



MARIN
MAGAZINE



Festival Offerings:

60+ Beer, Wine, & Spirit Vendors

Artist Competitions

50+ Local Vendors and Merchants

3 Musical Stages

Interactive Performance Stage



Sausalito Parks and Rec.

Hosts 25+ events per year

Over 35,000 in event attendance in 2023

Partners with non-profits, local merchants, and fortune 500 companies



WHAT TO EXPECT

1500 - 3000+ libation enthusiasts, art lovers and collectors

Involving local businesses

Family friendly

Unique experiences that create lasting memories

Inclusive environment for all

SOCIAL FOLLOWING:

Email list of over 11,000

Partnered network of 80,000+

Over 2,000 social media followers

Media Sponsors: Marin Magazine and Pacific Sun print and online newsletter ads

FESTIVAL ATTENDEES:

Loves to shop, dine & drink out

Frequently entertains

Environmentally conscious

Socially conscious

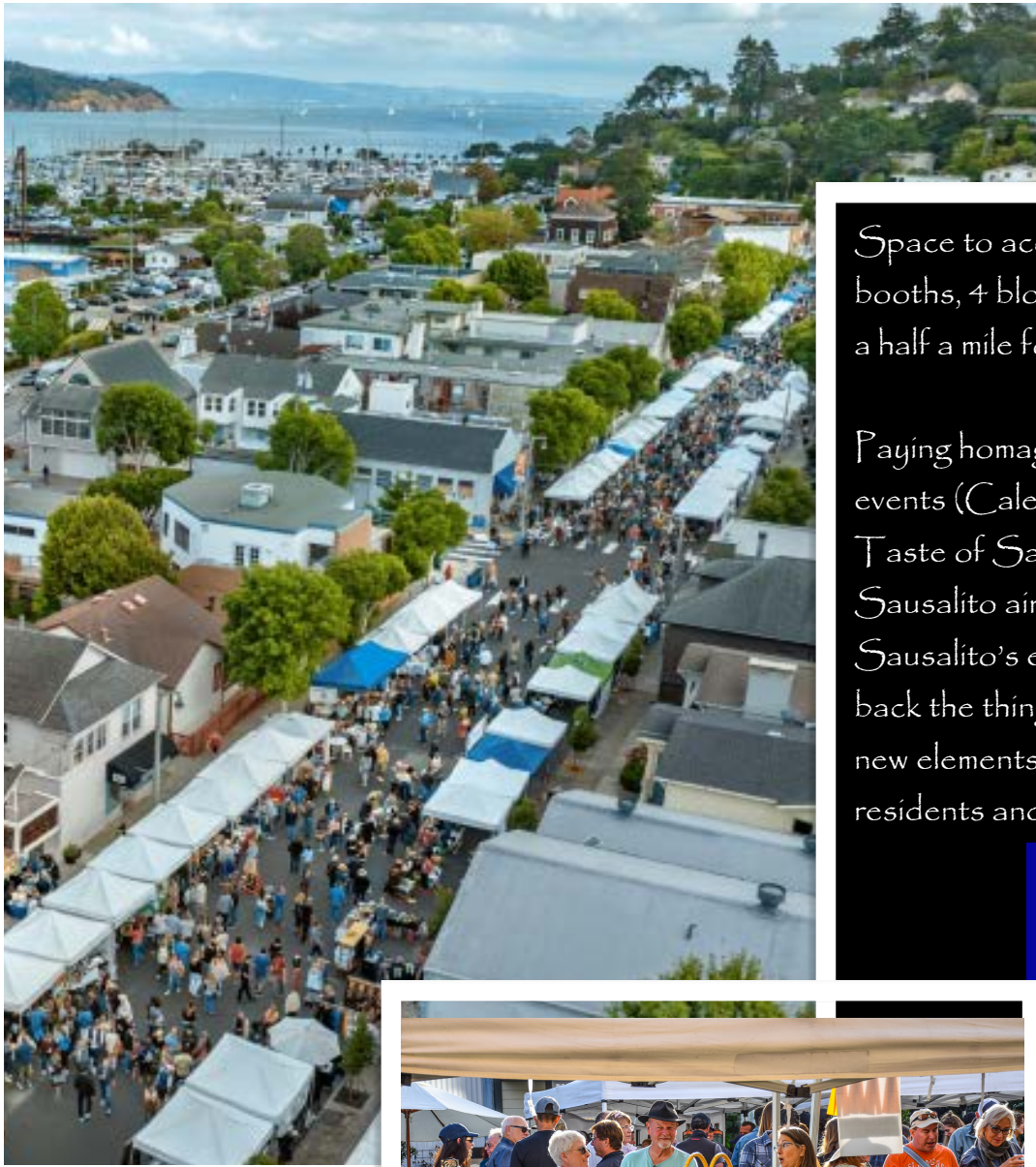
Supports local businesses

Average age ranging between 30-65

Median household income \$120k - \$200k

Upper-middle class, working professionals, families & retirees

Caledonia Street



Space to accommodate over 200 booths, 4 blocks of streets, and nearly a half a mile for participants to explore.

Paying homage to past Caledonia St. events (Caledonia Street Fair and Taste of Sausalito, the Toast to Sausalito aims to celebrate Sausalito's exciting past and bring back the things we love!, while adding new elements to bring out Sausalito residents and beyond.

A TASTE OF



Sausalito



SPONSORSHIP OPTIONS

CATAMARAN \$5,000

6 Available

- Glass Sponsor: Branding on 1000 cups
- Stage Sponsors: Banner size 3'x10' hanging from tent
- Art Competition Sponsor: Banner size 3'x10' hanging from tent

All Catamaran Sponsors:

- 1 large tent (20'x10') or 2 smaller tents (10'x10') displayed at the event
- 6 branded Facebook & Instagram posts
- Premium placement on event posters, flyers, website, banners, media outreach, event press releases, & event map
- Company logo (up to 1") on all print ads: Full, half, and quarter page ads
- 3 thank-you announcements on the Main Stage or Interactive Stage by MC
- 4 tasting wristbands and 4 event t-shirts

HOUSEBOAT \$2,500

6 Available

- 2- 2'x3' A-frame or 1- 3'x10' banner hanging from tent (Negotiable for space)
- 1 tent (10'x10') displayed at the event
- Company logo (up to 3/4") on all newspaper ads: Full, half, and quarter page ads
- Placement on event posters, flyers, website, banners, media outreach, event press releases, & event map
- 4 tasting wristbands and 4 event t-shirts

TUG BOAT \$1,000

10 Available

- 1 tent (10'x10') displayed at the event
- Company logo (up to 1/2") on all newspaper ads: Full, half, and quarter page ads
- Medium icon posters, flyer's, website, banners, media outreach, event press releases, & event map

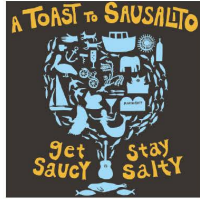
LIFE RAFT \$500

10 Available

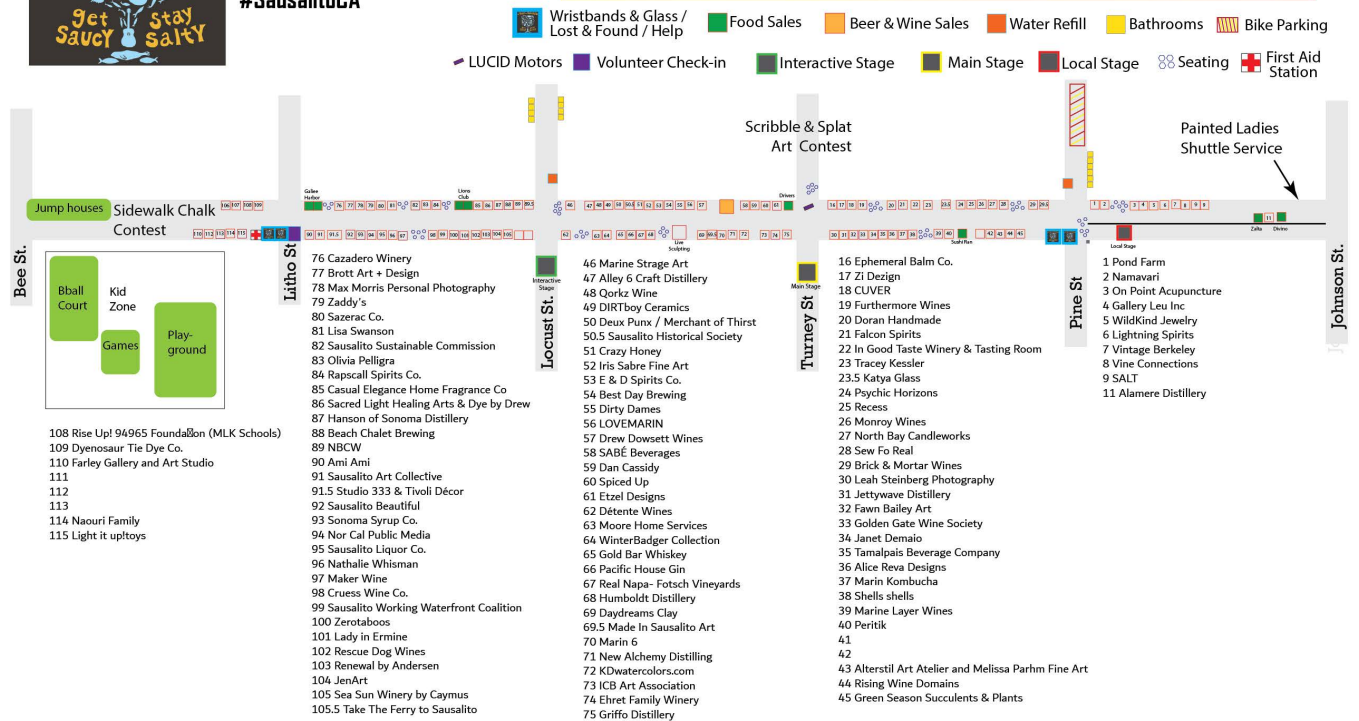
- Company logo (up to 1/4") on all newspaper ads: Full, half, and quarter page ads
- Medium icon posters, flyer's, website, banners, media outreach, event press releases, & event map

A snippet of the festival

2023 Map



#AToast
#GetSaucyStaySalty
#CaledoniaStreet
#SausalitoCA



For additional sponsorship information or to discuss a custom sponsorship package for A Toast to Sausalito please contact:

Bryan Vitale
Community Services Manager
Sausalito Parks and Recreation
bvitale@sausalito.gov
415-289-4140

www.sausalito.gov/festival



CITY OF SAUSALITO

420 Litho Street • Sausalito, CA 94965
Telephone: (415) 289-4100
www.sausalito.gov

2024 Sponsorship Agreement Form

CATAMARAN SPONSOR (\$5,000)

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Glass | <input type="checkbox"/> Art Competition #1 |
| <input type="checkbox"/> Turney Stage | <input type="checkbox"/> Art Competition #2 |
| <input type="checkbox"/> Sweeny Stage | <input type="checkbox"/> Other |
| <input type="checkbox"/> Locust Stage | |

HOUSEBOAT SPONSOR (\$2,500)

- | | |
|---|--------------------------------|
| <input type="checkbox"/> Local Stage | <input type="checkbox"/> Other |
| <input type="checkbox"/> Shirt / Sweatshirt | |

TUGBOAT SPONSOR (\$1,000)

LIFE RAFT SPONSOR (\$500)

Organization: _____

Contact name: _____ Title: _____

Business Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Total Amount Due: _____

Payment Method: Credit Card Check

Card No: _____ Exp: ____/____/____ Sec Code: _____

Signature _____ Date: _____