



# FIRST WEEKENDS ON MAIN

This event provides the unique opportunity to promote your company and become an integral part of these increasingly popular events in downtown. First Weekends on Main occur May – October and we are excited to welcome back our attendees in 2023!

Please choose **ONE** weekend from the following dates:

May 6– Art on Main	
June 2– BMX Bike Show	
July 8– Salute to Service chili cookoff	
August 5– Culinary Stroll	
September 2– Pooch Festival	
October 7– Hot Rod Row	

This sponsorship package includes the following:

## Event Sponsorship Package

- PDA Website advertising in events calendar, and on home page the month leading up to the events
- Logo on a minimum of 2 Pleasanton Weekly ads per event
- Logo and acknowledgement as sponsor in the Event and Parking Map
- Logo on the event poster and downtown Kiosk which are prominently displayed throughout Downtown
- Ability to set up table and booth space to provide an interactive marketing experience
- Prime mention in all event press releases (minimum 4)
- Ongoing acknowledgements and mentions through the PDA’s social media activities on Facebook, Twitter, Instagram and more. Current social media engagement is over 40,000 followers
- Other marketing opportunities that may arise or as mutually agreed upon.

### Sponsorship Cost: \$1,500

#### SPONSORSHIP AGREEMENT & ACCEPTANCE:

All above listed benefits are included in this price. Upon receipt of the signed acceptance the PDA will issue an invoice. Payment to the PDA in full is due 30 prior to the first event.

BUSINESS NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

For more information regarding these corporate sponsorship opportunities, please contact:

**Gabrielle Welk/Events Manager** [gabrielle@pleasantondowntown.net](mailto:gabrielle@pleasantondowntown.net)