open streets
Santa Maria

Sponsorship Opportunities • 2020
It’s a Growing Movement!  Next Event - Santa Maria - Cesar Chavez Day!

Sunday, March 29th 2020

Santa Maria Open Streets is modeled after more than a hundred other similar initiatives in Latin America, Europe and North America, strengthening communities and giving people a temporary break from the stress and fumes of motor traffic. These events all have one thing in common: long stretches of roadways are closed to motorized traffic and opened up to people to promote physical activity and community interaction. The health benefits are huge and the smiles are even bigger! Open Streets events get families out of their houses to enjoy the streets, our largest public space.

Open Streets is not a race; there is no start or finish; the only goal is to get out there and have fun at one’s own pace along the route. Local businesses, organizations, artists, performers and restaurants will be on hand to add to the family-friendly excitement!

Over the past 7 years, Traffic Solutions has helped organize Open Streets initiatives to promote people-powered movement (with no motorized vehicles) in order to support better health, flexibility and FUN! - presenting events in Santa Barbara, Carpinteria, Guadalupe, Lompoc and last year’s inaugural and wildly successful event in Santa Maria.

We’ve had over 200 partners, activity providers and sponsors providing community booths, exercise activities and opportunities for the public to learn and engage in healthy activities. Many of the attendees are able to try at least one new type of physical activity during the day, such as Zumba, dance, yoga, skateboarding, etc. Surveys have shown that 39% of participants will continue participating with at least one activity in the future. Others simply enjoy the peaceful streets by bike, stroller or foot, while also enjoying live music and street performances along the way.

We are excited to bring this event back to beautiful Santa Maria! The event will span a mile along Main Street from Broadway to Blosser. You can expect a similar line-up of fun activities as last year, but with even more Santa Maria flair. As a proud sponsor of this exciting initiative, your business or organization will help create a ripple effect throughout our community. Promoting improved public health and increased awareness for sustainable transportation, your support will enable thousands of people to enjoy Santa Maria’s beautiful public spaces free of motorized vehicles for a day, bringing our community together and our streets alive.
Our Mission:

Santa Maria Open Streets ¡Calles Vivas!* offers the community a free, safe and family-friendly recreation and fitness zone: our public roadways! With no motorized traffic for a day, designated streets come alive with adults and children engaging in fitness, art, music, dance and cultural activities. Routes feature local businesses and attractions, and strive to improve public health for people of all cultures, incomes and physical abilities.

*“Calles Vivas” is Spanish for “Streets Alive”
2020 SPONSORSHIP OPPORTUNITIES

Presenting Sponsor $10,000
All the benefits of a Gold Sponsor plus:
- Primary logo placement in all marketing materials
- Three full banners prominently displayed at the event (provided by sponsor)
- Acknowledgements at press events and public addresses

Gold Sponsor $5,000
All the benefits of a Silver Sponsor plus:
- Prominent logo placement
- Two prominent booth spaces
- Two full banners prominently displayed at the event (provided by sponsor)

Silver Sponsor $1,000
All the benefits of a Bronze Sponsor plus:
Logo placement:
- Open Streets T-Shirts
- Full color Open Streets posters
- Social Media Ads
- Santa Maria Sun print ads

Bronze Sponsor $500
- Logo placement on Open Streets website, selected e-news blasts and Facebook page
- Opportunity to have a presence at Pre and Post events - i.e. booth or give away items
- Logo inclusion on signage or rotating slideshow when possible

Other Opportunities:
Activity Zone Sponsor
$2,500 - $7,500
All the benefits of a Silver Sponsor plus:
- Title sponsorship of the zone
- One prominent booth space
- One prominently displayed banner (provided by sponsor)
- Additional Gold Sponsor benefits (based on donation level)

Visit our site:
SantaMariaOpenStreets.org

Like us on Facebook:
SantaBarbaraOpenStreets
Santa Barbara County’s Open Streets Page (3947 followers)

Coordinated by:
Traffic Solutions

The Santa Barbara Bicycle Coalition (SBBIKE) is the fiscal sponsor for Santa Maria Open Streets. Donations are tax deductible.
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Join some of our Past Supporters!
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- First 5 Santa Barbara County
- Global Good Impact
- Goleta Valley Cycling Club
- Granite Construction
- KCOY
- La Buena
- Lash Construction
- LinkedIn
- LoaTree
- Marborg
- MindBody
- MTD
- Orfalea Foundation
- Pedego Electric Bicycles
- Penfield and Smith
- REI
- RRM Design Group
- Saint Mary of the Assumption School
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- Santa Barbara County Air Pollution Control District
- Santa Barbara County Arts Commission
- Santa Barbara Foundation
- Santa Barbara Hustlers
- Santa Maria Four Square Church
- Santa Maria Times
- Santa Maria Valley Chamber
- SBBIKE
- SB CAN
- Schipper Construction
- Sonos
- Tailwinds Bicycle Club
- The Fund for Santa Barbara
- UCSB’s Bren School
- Wheel Fun Rentals
- Yardi
- YMCA
- 103 Vibe

- Along with many other individual contributors