

sb open streets
¡CALLES VIVAS!



Route: Cabrillo Blvd
- from Bird Refuge to Anacapa St.
Date: Saturday, October 24, 2015
Time: 10:00 AM - 4:00 PM



Sponsorship Opportunities • 2015



It's a Growing Movement!

Santa Barbara 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.

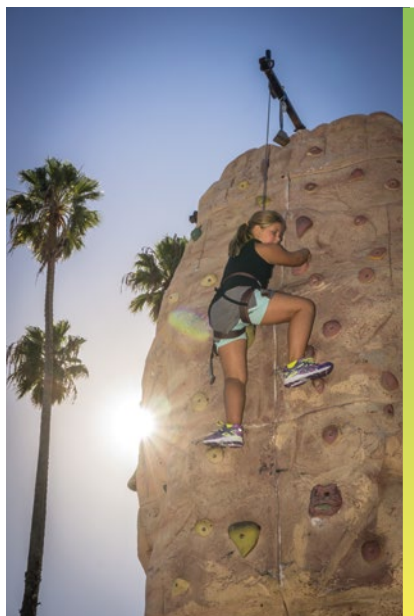
SB Open Streets is not a race; there is no start or finish; the only goal is to get out there and have fun at one's own pace along the route. Local businesses, organizations, artists, performers and restaurants will be on hand to add to the family-friendly excitement!

On Saturday, October 25th, 2014, the second annual SB Open Streets was held along a 2.5 mile stretch of Cabrillo Blvd. from Andrée Clark Bird Refuge to State Street, with more than 15,000 people of all ages, abilities and backgrounds enjoying a day of people-powered movement (with no motorized vehicles) – to promote better health, flexibility and FUN. We had over 100 partners, activity providers and sponsors providing community booths, exercise



activities and opportunities for the public to learn and engage in healthful activities. Many of the attendees were able to try at least one new type of physical activity during the day, whether it be a zumba, dance, yoga, skateboarding, etc. with 39% of those surveyed indicating that they planned to continue participating with one of those activities in the future. Others simply enjoyed the peaceful streets by bike, stroller or by foot, while also enjoying live music and street performers along the way.

Due to the positive response from the 2014 event, plans are underway for the third annual SB Open Streets along Cabrillo Blvd. on Saturday, October 24th, 2015. 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 over 10,000 people to enjoy Santa Barbara's beautiful public spaces free of motorized vehicles for a day, bringing our community together and our streets alive.



Our Mission:

Santa Barbara 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"





2015 SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$10,000

All the benefits of a Gold Sponsor plus primary logo placement in all marketing materials listed under Bronze, Silver and Gold Sponsorship Levels, plus:

- ◆ Three full banners prominently displayed at the event (provided by sponsor)
- ◆ Acknowledgements at press events and public addresses
- ◆ Periodical/newspaper ads directed to LA residents

Gold Sponsor \$5,000

All the benefits of a Silver Sponsor plus:

- ◆ Prominent logo placement
- ◆ Free prominent booth space
- ◆ One full banner prominently displayed at the event (provided by sponsor)
- ◆ Santa Barbara Independent ads

Silver Sponsor \$2,000

All the benefits of a Bronze Sponsor plus:

Logo placement:

- ◆ Open Streets T-Shirts
- ◆ Full color Open Streets posters
- ◆ Map and or flyer distributed on the day of SB Open Streets

Bronze Sponsor \$500

Logo placement:

- ◆ Open Streets website, selected e-news blasts and Facebook page
- ◆ Opportunity to have a presence at Pre and Post events - i.e. booth or raffle item or give away
- ◆ Logo inclusion on signage or rotating slideshow when possible

Other Opportunities:

Activity Zone Sponsor \$2,500 - \$7,500

In addition to silver sponsor benefits, your company will receive:

- ◆ 1 prominently placed banner (provided by your company)
- ◆ 1 free prominently placed booth space
- ◆ Title sponsorship of the zone
- ◆ Additional gold sponsor level benefits (based on cash /in kind donation)

Passport to Health \$5,000

- ◆ Banner and booth at 3 Pre-Health Events
- ◆ Press Releases
- ◆ Community Calendar Listings
- ◆ Facebook Pre-Event Posts
- ◆ Opportunity to help build new year round health program
- ◆ Contact staff for additional details.

SBOS Run Wild 5K Presenting Sponsor \$2500

- ◆ Opportunity to have a tent/ booth space at the race /and or provide a banner Up to 12 free race registrations for your company
- ◆ Logo/ business name in e-blasts exclusive to marketing the race
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Visit our site:
SBOpenStreets.org

Like us on Facebook:
[SantaBarbaraOpenStreets](https://www.facebook.com/SantaBarbaraOpenStreets)

*The Santa Barbara Bicycle Coalition (SBBIKE) is the fiscal sponsor for Santa Barbara Open Streets.
Donations are tax deductible.*

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- Along with many other individual contributors

