



open streets  
Santa Maria

Sponsorship Opportunities • 2023



## It's a Growing Movement! Next Event - Santa Maria

Sunday, October 8, 2023

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 10 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”**







# 2023 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

Coordinated by:



Non-profit partner: **Rotary**

Rotary Club of Santa Maria South

Tax ID# 95 337 6523



## 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)*

Contact Carlos Escobedo at [SMopenstreets@gmail.com](mailto:SMopenstreets@gmail.com)  
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## Join some of our Past Supporters!

Allan Hancock College  
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Community Environmental Council  
Cottage Health  
County of Santa Barbara  
First 5 Santa Barbara County  
Global Good Impact  
Goleta Valley Cycling Club  
Granite Construction  
KCOY  
La Buena  
Lash Construction  
LinkedIn  
LoaTree  
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MindBody  
MTD  
Orfalea Foundation  
Pedego Electric Bicycles  
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- Along with many other individual contributors

*With support from:*

