

SOUTHLAND STREET FAIR



2020 SPONSORSHIP OPPORTUNITIES

MAY 30, 2020 | 3:00PM - 8:00PM

The Southland Association will host the sixth annual Southland Street Fair on May 30 from 3:00 p.m. until 8:00 p.m. Activities, local food, retail vendors, and live music will be available in a blocked off section of Southland Drive and the adjacent parking lots.

The street fair provides a unique opportunity to promote your business through sponsorship. In the past few years, the Southland corridor has undergone significant improvements with new businesses, infrastructure and community involvement. This event will continue the progress on Southland, providing an avenue for local businesses to come together with strong neighborhood support in order to celebrate the features this corridor has to offer, and the people who live, work, and play here.

If you are interested in sponsoring this event or would like to learn more about the opportunities and benefits of sponsorship, please contact southlandstreetfair@gmail.com. It may be that you have other ideas you would like to discuss with us, and we are happy to provide a variety of sponsorship opportunities to suit your budget and promotional interest.

SOUTHLAND
STREET FAIR



Southland Association
PO Box 4756 • Lexington KY 40544



www.southlandstreetfair.com
southlandstreetfair@gmail.com

LOCAL DEMOGRAPHICS & EVENT DETAILS

- Estimated 9,000 -12,000 attendees at the Southland Street Fair yearly, beginning in 2015
- 1,534 families and 6,134 residents within .5 walking distance (10 minute walk)
- 9 Active Neighborhood Associations within a mile radius (20 minute walk)
- 8,000+ Good Foods Co-op owners

SOUTHLAND STREET FAIR 2020 SPONSOR PACKAGES

Presenting Sponsor

(1 available)

\$4,000

- Exclusive privilege of presenting the Southland Street Fair: "Southland Street Fair presented by YOUR NAME"
- Press Release announcing naming sponsor, including a quote from a sponsor representative
- Logo on Street Fair poster to be hung around town
- Logo on vinyl signs at strategic locations on Southland Drive prior to the event
- Guaranteed shared logo exposure on online material prior to the event and on event day
- Facebook tags and inclusion in the Facebook event graphics and posts
- Year round logo recognition on Southland Street Fair website
- One booth in prime location for the Street Fair, location to be determined with sponsor
- Sponsor opportunity to welcome the crowd and receive additional stage recognition during the Street Fair
- Opportunity to appear as part of advanced television and radio marketing opportunities prior to the Southland Street Fair

The Presenting Sponsor must be a local business, and will be reviewed by Southland Association board of directors.

Stage/Entertainment Sponsor

(1 available)

\$2,000

- Logo on Street Fair poster to be hung around town
- Stage signage reflecting your stage sponsorship
- Logo on vinyl signs at strategic locations on Southland Drive prior to the event
- Guaranteed shared logo exposure on all marketing material (online and print)
- Year round logo recognition on Southland Street Fair website
- One booth located directly next to or across stage, with up to two booth spaces, location to be determined with sponsor
- Sponsor opportunity to welcome the crowd and receive additional stage recognition during the Street Fair

Kid Zone Sponsor

(1 available)

\$1,500

- Logo on Street Fair poster to be hung around town
- Kid Zone area signage reflecting your sponsorship
- Logo on vinyl signs at strategic locations on Southland Drive prior to the event
- Guaranteed shared logo exposure on all marketing material (online and print)
- Additional Facebook exposure on the page and event as Kid Zone Sponsor
- Year round logo recognition on Southland Street Fair website
- One booth located in Kid Zone area, with up to two booth spaces, location to be determined with sponsor





Named Sponsor

(multiple available)

\$1,000+



- Logo on Street Fair poster to be hung around town
- Logo on vinyl signs at strategic locations on Southland Drive prior to the event
- Guaranteed shared logo exposure on all marketing material (online and print)
- Year round logo recognition on Southland Street Fair website
- One booth located directly next to or across stage, with up to two booth spaces, location to be determined with sponsor

Go Green Sponsor

(1 available)

\$750

- Logo on Street Fair poster to be hung around town
- Signage on recycling bins at Street Fair to promote sponsorship
- Logo on vinyl signs at strategic locations on Southland Drive prior to the event
- Guaranteed shared logo exposure on all marketing material (online and print)
- Year round logo recognition on Southland Street Fair website
- One prime booth location, with up to two booth spaces, location to be determined with sponsor

Pet Stop Sponsor

(1 available)

\$500

- Logo on Street Fair poster to be hung around town
- Signage at the Pet Stop location at the Fair
- Logo on vinyl signs at strategic locations on Southland Drive prior to the event
- Guaranteed shared logo exposure on all marketing material (online and print)
- Year round logo recognition on Southland Street Fair website
- One booth located directly next to or across stage, with up to two booth spaces, location to be determined with sponsor
- For an added cost, we can work with you to create a co-branded bandana to be given to pet owners

Other Sponsorship Opportunities

Have other ideas you would like to discuss? Contact us using the information below, and we can work with you to define options that suit your needs and budget. Other sponsorship opportunities may include, but are not limited to: Cooling Stations, Mom & Baby Tent, and more.

For more information or to discuss sponsorship options further, please email southlandstreetfair@gmail.com or call Laura McDonald at 502-316-0347.



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