



SPONSOR  
OPPORTUNITIES  
SUMMER  
2012

TENS OF THOUSANDS OF  
PEOPLE LOVE THE STREET FAIRE,  
AND THEY WILL LOVE YOUR COMPANY  
FOR HELPING MAKE IT HAPPEN.

THIS SUMMER WE ARE GOING  
TO PUT YOUR COMPANY LOGO  
IN FRONT OF 40,000 PEOPLE.

EVERY DAY FOR 5 MONTHS.



A sample of the banners going up on both McCaslin and South Boulder Road - observed by 40,000 cars a day. They will get noticed. Your business will be viewed by thousands of potential customers associating you with a very popular event - the Street Faire.

PROVEN RESULTS

CATCH EYEBALLS IN 210,000  
ISSUES (3 MONTHS) OF  
EAST BOULDER COUNTY'S  
PREMIER PUBLICATION,  
THE YELLOW SCENE.



GREAT AMERICAN MUSIC FRIENDS, FAMILY AND COMMUNITY  
SUMMERTIME FRIDAY NIGHTS

Made possible in part by the generosity of the following sponsors. Give them a call. Tell them thanks. Buy their products.



Wendy Fickbohm



For the 2010 Street Faire Schedule or Directions, please visit [LouisvilleDBA.com](http://LouisvilleDBA.com)

# UPGRADED WEB PRESENCE

THIS YEAR WE ARE OFFERING PREMIUM BANNER ADVERTISING TO A LIMITED NUMBER OF SPONSORS.

TO SEE A BANNER, VISIT THE FAIRE PAGE AT [DOWNTOWNLOUISVILLECO.COM](http://DOWNTOWNLOUISVILLECO.COM)

THE STREET FAIRE WEB PAGE AVERAGES OVER 15,000 VISITS PER MONTH IN JUNE, JULY AND AUGUST.

The screenshot shows the website's header with navigation links: "In the News", "Directions", "Links", and "Contact Us". Below the header is a menu with "ABOUT DOWNTOWN", "STREET FAIRE", "PLACES TO EAT", "PLACES TO SHOP", and "SERVICES". The main banner features the "Louisville Downtown Street Faire" logo and the text "The Louisville Downtown Business Association presents the Louisville Downtown Street Faire". The page content includes a section titled "Friends, Family, Community and the Magic of Live Music" with a paragraph about the event. Below this is a section for "Great American Music 2011" listing performances by "CJ Chenier" on June 10 and "Little Feat" on June 17. A sidebar on the right contains a list of links: "Directions", "Alternative Transportation", "Times", "Rules & FAQs", "Vendors", "Sponsor Opportunities", "Volunteer Opportunities", and "Agents or Band Reps". At the bottom right, there is a pink button with a Twitter icon and the hashtag "#streetfaire". The footer area includes logos for "KeyBank" and "GAIAM".

In the News Directions Links Contact Us

ABOUT DOWNTOWN STREET FAIRE PLACES TO EAT PLACES TO SHOP SERVICES

The Louisville Downtown Business Association presents the  
**Louisville Downtown Street Faire**

**Friends, Family, Community and the Magic of Live Music**

For three or four hours, nine summertime friday evenings, life is just like it should be. Babies don't cry, dogs don't bark, and wise elders feel nineteen again. The Muse visits the musicians pretty much every night and dances when the spirit moves her. We don't know why this all happens here, we're just glad it does.

**Great American Music 2011**

**JUNE 10** **CJ Chenier**  
Straight from New Orleans it's the Real Zydeco Deal—CJ and the Red Hot Louisiana Band tore it down last year and are sure to have the Steinbaugh hoppin' again.

**JUNE 17** **Little Feat**  
Hello Street Faire friends and family. Little Feat in little ol' Louisville. Crazy, right? Let's make it crazy cool. Come ready to dance and have fun, but also come ready to be kind and mellow with your fellow music lovers—'cause there's going to be a lot of us.

Directions  
Alternative Transportation  
Times  
Rules & FAQs  
Vendors  
Sponsor Opportunities  
Volunteer Opportunities  
Agents or Band Reps

#streetfaire

KeyBank  
GAIAM

# BEER TENT BANNERS & BEVERAGE WRAPS

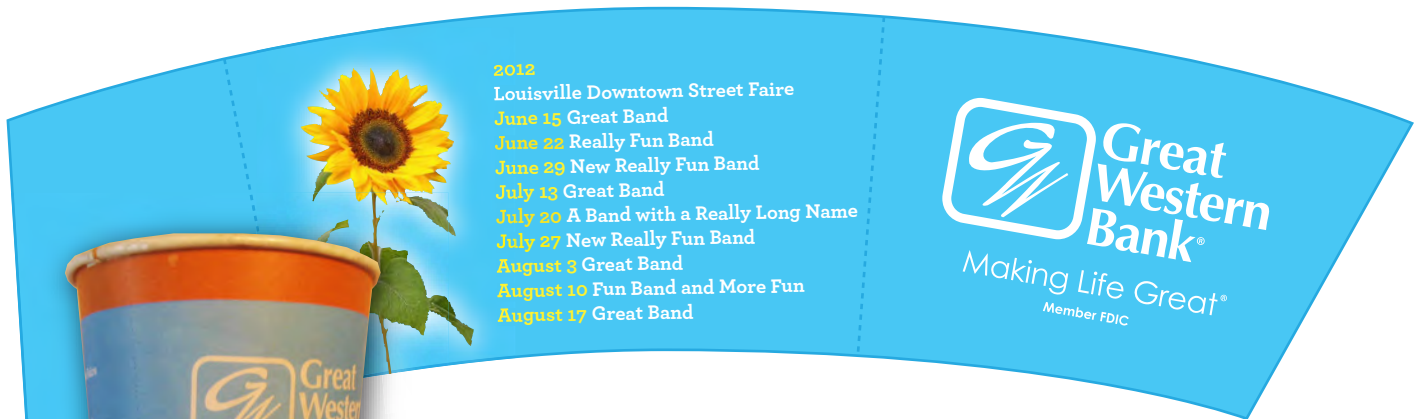


15'



**A BIG HIT LAST YEAR!**

THOUSANDS OF PEOPLE HAVING A GREAT TIME WILL BE APPRECIATING YOUR COLORFUL BANNER ON THE ROOF OF THE BEVERAGE TENT. THIS IS A GREAT "ONLY AT THE STREET FAIRE" BRANDING OPPORTUNITY.



**NEW FOR 2012!** YOUR LOGO AND A MESSAGE ON 1000 HOT BEVERAGE WRAPS THAT WILL BE DISTRIBUTED TO LOCAL COFFEE SHOPS!

YOUR PARTY IS ON US



All our servers look JUST LIKE THIS, the only difference is we serve our beverages in PLASTIC CUPS

MAKE AN IMPRESSION  
ON YOUR SPECIAL  
CLIENTS. INVITE THEM  
TO OUR **VIP AREA**  
FOR A CATERED NIGHT  
AT THE FAIRE. AND YES,  
ADULT BEVERAGES WILL  
BE SERVED!

THIS IS THE BEST  
ADVERTISING AND  
BRANDING VALUE YOU  
WILL FIND ANYWHERE!

LETS MAKE A DEAL.  
CONTACT RONDA GRASSI  
AT [RONDA@CADCOINC.COM](mailto:RONDA@CADCOINC.COM)

[DOWNTOWNLOUISVILLECO.COM](http://DOWNTOWNLOUISVILLECO.COM)