



2025 Downtown Berkeley Sponsorship Opportunities

Downtown Berkeley at a Glance

Downtown Berkeley is the city's central business district, home to renowned restaurants, trendy coffee shops, and an internationally recognized performing arts district, next door to the UC Berkeley campus. Cultural standouts include the Berkeley Repertory Theatre, Berkeley Art Museum, Freight & Salvage, and other live music venues. A newly renovated BART Plaza is hub and gateway to our revitalized Downtown.

Downtown District

- **24** Walkable urban blocks adjoining UC Berkeley
- **10,000** Residents in or near Downtown
- **Approx. 5,000** Downtown Berkeley housing units in pipeline
- **1.6 million** Annual visitors
- **35,000 +** Attendees annually at Downtown events

Students, Students, Students

- **66,678** UC Berkeley grad, undergrad, staff
- **7,971** Berkeley City College
- **3,597** Berkeley High School
- **3,489** Other educational Institutions

Annual Visitors to our World-Class Arts District

- **190,778** Berkeley Repertory Theatre
- **136,369** Berkeley Art Museum
- **125,000** UC Theatre
- **100,000** Freight & Salvage
- **110,000** Other venues

Our Plaza is an important Transit Hub

- **4M+** Annual BART Downtown Berkeley riders
- **2,000+** Parking spaces
- **1,000** AC Transit daily riders

Downtown Berkeley Association reach

- **3,000** "It Starts Here!" Enews
- **6,000** Social media followers
- **80+** BigBelly advertising displays
- **10** IKE digital displays citywide



Downtown Marquee Events



Pride on the Plaza Variety Show

celebrates LGBTQIA in June Pride month with live music, family-friendly drag performances, surprises guests, community information, and vendor booths. Free for the whole family.

Location: Downtown Berkeley BART Plaza

Date: June 28, 2024

Audience: Students, Families

Attendees: 5,600 in 2024



Front Row Arts Festival

Front Row is a day-long celebration of the arts in Downtown Berkeley arts organizations. The event features live performances with music, theatre, comedy, and on multiple stages.

Location: 2 blocks Shattuck Ave between University & Kittredge

Date: Late Summer

Audience: Families, Students

Attendees: 11,210 in 2024 → 2025 Bigger & Better (see next slide)



Roller Boogie

This family event brings thousands of roller skaters of all skill levels into our Downtown for an afternoon of free skating, lessons, multiple DJs, vendors, and food. 2023 will be even bigger!

Location: Shattuck Ave between University & Kittredge

Date: September

Audience: Skating enthusiast of all levels, Families, Student

Attendees: 4,300 attendees in 2024



Halloween Hootenanny and Holiday on the Plaza

These 2 family events round out our annual event programming. Each event is a family friendly affair featuring music, crafts, vendors, and prizes and treats.

Location: Downtown Berkeley BART Plaza

Dates: October & December

Audience: Students, Families

Hootenanny Attendees: 1,200 **Holiday on the Plaza:** 1,500

Front Row Arts Festival—BIGGER & BETTER IN 2025!

	2024	2025	Notes
Date	Aug/Sept 2024	Aug/Sept 2025	Moving to when students back!
Attendees	11,000 +	Anticipated 15 -20,000	Build upon last year's success
Performers	10	10 - 12	Larger acts
Stages	2+	2+	Two full stages + Storytelling Stage
Partners	10	10+	More Berkeley arts partners
Event Sponsors	10	10+	Title + more!
Budget	\$80,000	\$100,000	Increased investment in acts, & publicity



Downtown Berkeley Sponsor Benefits

	BENEFIT	DESCRIPTION
	Title Sponsor	Premiere title and logo placement on all events publicity. For example, “Downtown Berkeley Association in partnership with ABC Company presents...”. Also, option to include QR codes.
	VIP Passes	Title Sponsors will receive up 6 VIP passes for backstage access with hospitality. (Front Row Arts Festival only)
E V E N T	Welcome Greeting	Greet attendees from the main stage. Use this opportunity to introduce your organization and support.
	Stage Sponsor	Logos on blades set up on either side of the stage. This placement will be right in the middle of the action.
	Thank You Signage	Your logo or name and sponsorship level listed on banner or signage prominently displayed at event.
	Exhibit Booth	Sponsors entitled to have their own manned 10x10 booth on an assigned area on event grounds during the event.
P R I N T	BigBelly Placards	Logos included on large event placards installed on 30+ BigBelly’s throughout the Downtown prior to event.
	Posters, Postcards & Event Maps	Logo or name on other printed material including possible postcards, handcards, smaller posters for retailer windows, and event maps when applicable.
	Advertising	Logos in print advertising in the Berkeley Times , and digital advertising on Berkeleyside .
D I G I T A L	IKE Smart Kiosks	Rotating large electronic ad with logos on five IKE SmartCity Kiosks in the Downtown increasing to 14 in 2024.
	Event Page	Each marquee event has its own event webpage. Depending on sponsorship levels sponsors will have placement of logos or names with links to your website.
	Enews Blasts	Our emailed Eblast reaches over 4,000 subscribers twice a month and will include your organizations logo and text associated with your support of the event(s).
	Social Media posts	We will include tags and mentions of eligible sponsors in posts across all our social media channels.
	Press Release	Press Release and Media Advisory will include names of sponsors. Title sponsors will be provided opportunity to include quote.

Downtown Berkeley Reporting Metrics

All Levels receive a Sponsor Post-Event Report that includes:

- Placer.ai Visitor Analysis Report
- Media Placements
- Event Website Traffic
- Social Media Samples
- Event Photos
- Collected Anecdotal



Event Statistics

Attendees: 10,700

Average Dwell Time: 48 minutes

- **30%** (3210) of all attendee came from home to the event
- **22.1%** (2364.7) of all attendee came from CAL Campus to the event
- **3.3%** (353.1) of all attendee came from Oakland/Alameda to the event
- **2.5%** (267.5) of all attendee came from San Francisco to the event
- **42%** (4494) of all attendee came from other locations outside Berkeley to the event

Data courtesy of Placer.ai



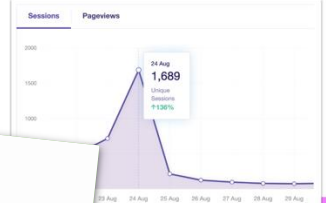
Web Statistics

Top 10 Referrals

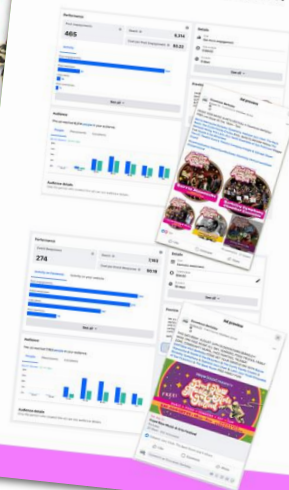
1.	berkeleyide.org	124
2.	vt.funcheap.com	114
3.	1171family.com	86
4.		74

Top Posts/Pages

1.	Front Row Festival - DOWNTOWN BERKELEY	3,338
2.	DOWNTOWN BERKELEY - Walk to What's Next	476
3.	Events - DOWNTOWN BERKELEY	453
4.	Eat - DOWNTOWN BERKELEY	209
5.	Front Row Festival - DOWNTOWN BERKELEY	208
6.		204



Promotion: Social Facebook



Downtown Berkeley Event Zone Map

Our **Event Zone** is located in the heart of the city, including our beautiful plaza, located on top of the Downtown Berkeley BART station, and surrounding streets. This makes our events incredibly easy to find, attend, with high visibility and neighboring amenities.



Downtown Berkeley Commitment Form

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip _____

Phone: _____ Email: _____

I confirm our company is committed to sponsor the following event(s) in Downtown Berkeley at the following level, with 50% of sponsorship is due upon signature, and 50% due upon event completion.

Sponsor Level: _____ Amount: \$ _____

Event(s): _____

Signature: _____ Date: _____

THANK YOU FOR YOUR SUPPORT!

Please contact John Caner with any questions.
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DBA Sponsorship Opportunities 2024