

university district streetfair

May 16 & 17, 2009

The **University District StreetFair** is the kick-off event of Seattle's summer festival season for 40 years. An estimated 50,000 guests gather every year at this two day event to celebrate life and creativity in University District community.

We hope you will consider the advantages and visibility to your business as a participating Sponsor in this 40th Annual U District StreetFair.

As a PhD, Master's or Bachelor's level commercial booth sponsor, your logo will appear on the following promotional materials:

- the event poster
- 10,000 shopping bags distributed to vendors for their customers at the event
- print advertising for the event
- logos displays on the StreetFair website

Entertainment sponsors will have their logo and company name printed on a banner across their stage or activity area. Additionally, stage sponsors may provide an emcee to announce each act change throughout the weekend. Emcees may make 1 minute promotional announcements between acts, however there are no booth locations available with a stage sponsorship.

There may be other ways you would like to be involved. Please feel free to contact us if you have special requirements not indicated on this brochure. We are always open to new ideas.

Teresa Lord Hugel
Executive Director

Greater University Chamber of Commerce
4710 University Way NE, Suite 114
Seattle, WA 98105
206.547.4417 (phone)
206.547.5266 (fax)
www.udistrictchamber.org



Demographics

Education Level of Attendees

12% trade school, high school or lower
26% some college
36% college degree
26% grad school

Age of Attendees

28% between 18 & 25
24% between 26 & 35
27% between 36 & 50
15% between 51 & 64
5% age 65 and up

Income Level of Attendees

38% under \$35K per year
30% between \$35K and \$75K per year
32% above \$75K

Gender of Attendees

49% male
51% female

Overall Economic Impact of StreetFair: \$2,395,472

data provided by Birch Hill Enterprises Market Survey, 2003

www.udistrictstreetfair.org

40th annual

Saturday, May 16th & Sunday May 17th, 2009

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2009 Sponsor/Corporate Booth Application Company Information

Company Name _____

Address (Street/City/State/Zip) _____

Contact Name _____

Phone/Email _____

Type of Business/Products _____

Have you participated in the StreetFair before? _____ Year(s) of participation _____



If you want a booth at the Fair, please describe what you intend to display, if you plan to provide samples, any interactive promotions, and any other activities. Please note that you can gather information to generate leads, but *YOU MAY NOT DIRECTLY SELL PRODUCTS* other than memberships at this Fair.

Authorized Signature _____ Date _____

check your sponsorship level choice	Level	Types	Cost	# Available
_____	PhD booth	20' x 20' Featured demonstration Area	\$ 3,500	1
_____	Master's booth	10'x10' w/vehicle or 10'x20' <i>Chamber members booth discount (\$750)</i>	\$ 2,000	7 2
_____	Bachelor's booth	"Sampling Booth" 10'x10' row end <i>Chamber members booth discount (\$350)</i>	\$ 1,250	6 3

Entertainment:

_____	Stage Sponsor	(no booth) World Market, 47th St, 43rd St	\$ 1,000	3
_____	Activity Area	Health, Children, Art/History (booth negotiated)	\$ 750	3
_____	Media	10'x10' in line booth on U Way	\$ negotiated	2

We will provide the spaces; sponsors must provide their own booth structures, canopies and tables. We have a local vendor who rents 10x10 canopies: Canopies by Fred at 1.800.845.5067 or at 206.782.2166. Electricity may be available on site for an additional charge per outlet depending on your booth location. If you require electricity at your booth please indicate how many 20 amp circuits you will need. _____ (cost \$125 per 20 amp circuit).

We will be happy to invoice you if you are accepted. **Applications must be received by March 15, 2009 to insure your company is included in our printed materials.** Payment must be received no later than April 15, 2008 in order to guarantee your location. We are sorry but we do not accept credit cards.

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