

41st Annual
University District
STREETFAIR
May 15 & 16, 2010

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

We hope you will consider the advantages and visibility to your business as a participating Sponsor in this 41st Annual U District StreetFair.

As a corporate sponsor, your logo will appear on the following promotional materials:

- the event poster
- print advertising for the event
- displayed on the StreetFair website

Depending on the level of sponsorship and the size of your space requirements, you will receive a booth space in a premium location on the Fair grounds. Spaces are available in increments of 10'x10'. Products sales are not permitted for corporate booths. However, product give-aways, lead and membership generation is allowed.

Stage and Special Activity Area sponsors will have their logo and company name printed on a banner across their stage or activity area. Stage sponsors may provide an emcee to announce each act change throughout the weekend. Emcees may make 1 minute promotional announcements between acts. Adjacent to each stage we provide an 8'x8' canopy where the Sponsor may place promotional materials. In this space they will host a section for each band to sell CDs.

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
StreetFair 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



41st

annual

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

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**2010 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 _____

Level	Types	Cost	#Available
Corporate Sponsors w/Booths:			
_____ PhD booth	20' x 20' Featured demonstration Area	\$ 3,500	1
_____ Master's booth	10'x10' w/vehicle or 10'x20	\$ 2,000	4
_____ Bachelor's booth	"Sampling Booth" 10'x10' row end	\$ 1,250	10
Entertainment Sponsors w/Booths:			
_____ Main Stage Sponsor	NE 47th St, NE 43rd St	\$ 1,000	2
_____ Activity Area	Health & Wellness, Children's, UW Dawgtown	\$ 1,200	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 1, 2010 to insure your company is included in our printed materials.** Payment must be received no later than April 30, 2010 in order to guarantee your location. We do accept credit cards.

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