

# Walnut Creek Downtown 2018 Sponsorship Opportunities



*Your Local Walnut Creek Non-Profit Partner*

# Who We Are



Walnut Creek Downtown is a coalition of over 650 businesses. WCD works with its members, partners, stakeholders, and the community to promote and enhance the downtown experience. WCD undertakes aesthetic and environmental enhancement projects throughout the downtown areas, sponsors special events, provides marketing opportunities for members, and acts as an advocate on behalf of the downtown business community.

WCD is here to help your business thrive!

# Why Partner with WCD?

## *Brands + Events = Profitability*



Align your company with a winning brand - Walnut Creek Downtown.

Here's what WCD Events can do for your business:

- Create content for your business to repurpose on social media, press releases, and your website
- Boost in-store activity
- Create high impact visibility
- PR and social media opportunities
- Aligning yourself with a non-profit and highly respected brand
- A chance to connect with your customers and upsell to new customers
- Expand your email list

Brands use events to give new and existing customers a face-to-face experience.

# 2018 Walnut Creek Downtown Event Line Up

## *Sponsorship Opportunities*



**West Coast Urban District Forum - March 13-15**

Walnut Creek hosts Walnut Creek Downtown Business Assoc., the California Downtown Assoc., and IDA -International Downtown Association

**Walnut Creek First Wednesdays - May - Sept 2018 (May 2, June 6, July 11, August 1, Sept. 5)**

**Wine Walk - June 20, 2018**

**Movie Under the Stars - August 17<sup>th</sup> and September 28<sup>th</sup> (Civic Park WC)**

**Community Service Day- October 17<sup>th</sup>**

**Oktoberfest - October 20<sup>th</sup> 2018 (Tentative Date at Civic Park WC)**

**Trick or Treat - October 26, 2018**

**Walnut Creek On Ice - November (TBD) - January 13, 2019**

**Holiday Stroll - December 7, 2018**

# Locust Street Presenting Sponsorship Package

## \$10,000



### *Presenting Sponsorship includes:*

- Logo inclusion in all promotional elements including live link on WCD website, media, press, postcards, posters, email blast, etc.,
- 1 vendor booth for swag
- Verbal recognition from stage (as applicable)
- Sponsor of a dedicated part of event (band/stage, silent disco, raffle tickets, kick-off party, wine/beer booth, photo booth, etc.,) with banner ad
- 4 pre-event dedicated Tweets, Facebook, and Instagram posts
- Opportunity to host branded booth at registration (\$5k value)
- Creation of two :30 second promo videos shared on WCD website and social media (sponsor will own content and can repurpose on their website and social) - value \$10k
- 4 dedicated email blasts to our approx. 4,700 subscribers
- Acknowledgement in press releases and media advisories
- Live FB Feed at Event
- Inclusion in WCD media advertising
- 10 tickets to event (paid events)

# Diablo Sponsorship Package

## \$5,000



### *Diablo Sponsorship includes:*

- Linked logo on WCD website
- Your logo on posters/postcards (approx. 2000)
- Your logo and business featured in map of events (approx. 1500)
- Opportunity to host branded booth in check-in area at WCD event w/ additional help planning activation (value \$10k)
- 3 pre-event dedicated Tweets, Facebook, and Instagram posts
- 2 dedicated email blasts to our approx. 4,700 subscribers
- 6 tickets to event (if paid event)



# Main Street Sponsorship Package

## \$2,500



### *Main Street Sponsorship includes:*

- Linked logo on website
- Your logo on flyers, posters, and postcards (approx. 2000)
- Your logo in map of events (approx. 1500)
- 2 pre-event dedicated Tweets, Facebook, and Instagram posts
- Company name included in 2 email blasts as event sponsor
- 2 tickets to event (if paid event)

# Walnut Creek Downtown Social Media and Email Marketing Assets



*Facebook*



9,535 Total Likes  
55.5k Video Views

*Twitter*



1,571 Followers

*Instagram*



6,260 followers

*Weekly Email/Newsletter*



4,700 Subscribers  
30% Average Open Rate (industry average 21.4%)

*Website-*

*[www.walnutcreekdowntown.com/](http://www.walnutcreekdowntown.com/)*

597,280 total visits in 2017

2:31 average time on site

3.60 average pages per session



# Custom Packages



WCD custom packages are available.

**For more information, contact:**

Kerry Inserra, Associate Director, WCD

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**YES.. SIGN US UP!**

Name of Business

Address

Contact Person

Email

Phone

List Events You Are Participating In

Sponsorship Amount For Each Event

Signature

**CONTACT US**

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