SPONSORSHIP PROPOSAL
INFORMATION FOR THE 9TH ANNUAL 2ND STREET FESTIVAL
AUGUST 7th 2016
FOR A SINGLE DAY,
THE 2ND STREET FESTIVAL BRINGS NEIGHBORS
AND STRANGERS TOGETHER THROUGH LIVE

Our Mission
The goal of the annual 2nd Street Festival is to bring awareness to our own new, exciting neighborhood that has so much to offer the city of Philadelphia. For young families, entrepreneurs and businesses, Northern Liberties is the ideal community to grow in, and the 2nd Street Festival fully embraces this change by encouraging a safer, greener and happier environment for the city to appreciate.

What We Do
Through direct support from sponsors and local businesses, the 2nd Street Festival aims to bring awareness to the Northern Liberties neighborhood and encourage a healthy and positive lifestyle.

Who We Are
The 2nd Street Festival depends on the hard-working community businesses that make up the Northern Liberties neighborhood in Philadelphia. Every year, over 100 businesses contribute their own monetary donations to support the 2nd Street Festival; local businesses understand that the yearly block party draws the public from all corners of the city and brings awareness to the up-and-coming neighborhood. Since 2008, The Second Street Festival has collaborated with two established civic organizations, The Northern Liberties Business Owners Association and the Northern Liberties Neighborhood Association.
About the Festival

The focus on community goes beyond the bands on the stages. The 2nd Street Festival was founded by local proprietors Owen Kamihira, owner of Bar Ferdinand and El Camino Real, Oron Daskal of North Bowl, and William Reed of Standard Tap and Johnny Brenda’s. “When we started this festival four years ago, we just wanted to celebrate our neighborhood and have fun doing it,” recalls Oron Daskal. “It’s amazing how much interest it draws now and how much life it brings to 2nd Street.”

With the help of the Philadelphia Folksong Society and the increased support of area businesses and sponsors, festival attendance nearly doubled in 2012 to over 25,000. In 2015, the festival expanded its footprint, offered art and craft vendors, kids programs, and on-street beer gardens.

Since its inception, 2nd Street Festival has supported local music like no other festival. Sixteen bands perform on four stages to showcase not just the neighborhood’s thriving business community, but the city’s diverse musical talent, including roots, rock, DJs, indie folk, hip hop and more.

The festival offers gourmet food and beer gardens provided by the neighborhood’s most prominent restaurants, including Standard Tap, Bar Ferdinand, El Camino Real, Gunner’s Run, Cantina Dos Segundos, North Bowl, and many, many, more.

Attendance: Over 30,000
Age Range: 18 – 60
All Ethnicities and Incomes
Vendors: Over 150
City Blocks: 7

“It’s amazing how much interest it draws now and how much life it brings to 2nd Street.”

– Oron Daskal,
2nd Street Business Owner
North Bowl
How to become a Sponsor

Due to the success of 2015, we are looking forward to 2016 as another year of growth. With the expansion of the Festival and the attendance levels rising, we turn our attention to the support of local and national brands and businesses that believe in our Festival.

We are honored to have such dedicated sponsors support 2nd Street Festival in the past. Some of those businesses and corporations include: Boltbus, Community Energy Inc., 3rd Federal Bank, Philadelphia Inquirer, Green Mountain Energy, Metro PCS, and others.

To see a complete list of our previous Sponsors, please visit our website 2ndSFestival.org.

We offer seven levels of sponsorship, which fit the needs of your business accordingly. Those levels can be found on the following page.

Your sponsorship for the 7th Annual 2nd Street Festival can include, but is not limited to:

- Logos represented on promotional outlets such as print, news, and media sites
- Stage banners with Logos and/or Names
- A 2-3 year plan with the Festival as a semi-permanent Sponsor
<table>
<thead>
<tr>
<th>2016 2nd STREET FESTIVAL SPONSORSHIP LEVELS</th>
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<tbody>
<tr>
<td><strong>LAGER</strong> $500</td>
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<tr>
<td>----------------</td>
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<tr>
<td>10' x 10' booth space at Festival</td>
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<tr>
<td>Name (not logo) on poster</td>
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<tr>
<td>Logo on poster</td>
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<tr>
<td>Logo on all printed materials</td>
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<tr>
<td>Name on all web advertising</td>
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<tr>
<td>Banner on Indie Stages</td>
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<td>Banner on Main Stage</td>
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<td>Banner on Center Stage</td>
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<td>Inclusion on radio and TV ads</td>
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<td>10' x 10' tent, table, and chair rental</td>
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<td>Dedicated promotion</td>
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<td>VIP Access to Artists</td>
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Sponsors must provide own banners  
Printed Materials include two press releases, 10k+ postcards, and 200+ posters  
Web advertising includes Facebook, Twitter, Instagram, and e-blasts

**sponsorship@2ndstfestival** - (215) 280-5993
Finances

Numbers based on 2015

Expenses
Avg cost of festival: $82,000

Income
Avg income to festival: $106,000

2nd Street Festival costs
- City Costs: 34%
- Event Mgmt: 29%
- Entertainment, Sound, Stage: 13%
- Rentals: 17%
- Other: 7%

2nd Street Festival Income
- Sponsorships: 42%
- Vendors: 31%
- Brick and Mortar businesses: 16%
- Other: 11%
For more information, please contact:

Kristine Kennedy
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info@2ndStFestival.org
215 280 5993

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Online at: 2ndStFestival.org
Twitter: @2ndStFestival    Facebook: facebook.com/2ndStreetFestival