

StreetFair

43rd Annual university district

may 19 & 20, 2012

corporate sponsor
booth application

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 42nd Annual U District StreetFair.

You qualify as a Corporate Sponsor if you:

- do not hand-make your products (i.e. mass produced)
- provide a business or personal service in a for-profit platform (i.e. health care services)
- want to give away or promote a new product
- want to generate leads for future sales (i.e. home improvement)

Your company logo will be displayed on the StreetFair website and your company name and the location of your booth will be located on the event map. We have one Title Sponsor location with a 10'x30' space and your company logo will be prominently placed on the street banner, event poster, and all other marketing materials.

There are two types of booth location: on University Way NE or east of U Way on NE 43rd. (see our event map at www.udistrictstreetfair.org)

Spaces are available in increments of 10'x10'. Products sales are not permitted during StreetFair for corporate booths. However, product give-aways, lead and membership generation is allowed.

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

StreetFair

university district

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2012 Corporate Sponsor Booth Application



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	Size/Type	Cost	#Available
Corporate Sponsor Booths:			
_____ PhD/Title Sponsor booth	20'x20' featured location on U Way	\$3500	1
_____ Masters Level Corporate booth	10'x20' row end location on U Way	\$1500	3
_____ Bachelor's Level Corporate booth	10'x10' row end or 3-sided location	\$1100	12
_____ Associate's Level Corporate booth	10'x10' on NE 43rd	\$ 400	5

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, 2012 to insure your company is included in our printed materials.** Payment must be received no later than April 30, 2012 in order to guarantee your location. We do accept credit cards.

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