



# *Imagination Bethesda*

**Saturday, June 2, 2012**

**11 AM – 4 PM**

**Downtown Bethesda's Children's Arts Festival**

**\*\*\* 15,000 attendees \*\*\***

## **\$10,000 package**

- Banners with sponsor logo posted on Wisconsin and Woodmont Avenues (50,000+ cars daily) two weeks prior to event.
- Promotional tent provided by the Bethesda Urban Partnership (BUP) on event site. Additionally, BUP will work with the sponsor on additional product exposure opportunities.
- Sponsor logo in ads placed in Bethesda, Silver Spring, Rockville and Potomac Gazettes, Washington Post and Washington Parent.
- Sponsor logo on event flyers (8,000 qty.)
- Sponsor logo on event day maps (3,000 qty.)
- Mention in all press materials which are disseminated several times prior to June 2<sup>nd</sup> event.
- Logo and direct link to Sponsor's Web site from BUP Imagination Bethesda Web page.
- Acknowledgement of sponsorship in BUP's June/July and August/September Calendar of Events (combined over 60,000 households in the following zip codes: 20814, 20815, 20816, 20817 and 20852.)

## **\$5,000 package**

- Promotional tent provided by the Bethesda Urban Partnership on event site.
- Sponsor logo on event flyers (8,000 qty.) and event day maps (3,000 qty.)
- Mention in all press materials which are disseminated several times prior to June 2<sup>nd</sup> event.
- Logo and direct link to Sponsor's Web site from BUP Imagination Bethesda Web page.
- Acknowledgement of sponsorship in BUP's June/July and August/September Calendar of Events (combined 60,000 + direct mail pieces.)

