



2010 EVENT SPONSORSHIP OPPORTUNITY

2010 Event Overview

WHAT

Summer Solstice which takes place in Powerhouse Park overlooking the Pacific is one of Del Mar's most anticipated events. Attendees experience delectable culinary creations from Del Mar's highly regarded restaurants, enjoy selections from some of California's best wineries and breweries and participate in a lively silent/live auction. Backed by live music, amazing front-row sunset views and balmy ocean breezes this is the way Del Mar celebrates the arrival of summer! For the past 3 years, this popular event sold out in advance and is expected to sell out early again in 2010.

Proceeds from this event will benefit the revitalization of downtown Del Mar

WHERE

Summer Solstice is held in Powerhouse Park between 15th and 17th Streets and Coast Blvd. in the beautiful coastal community of Del Mar. Powerhouse Park is the hub of Del Mar's beach activity with green lawns giving way to the wide sands of Del Mar Beach. The park is adjacent to the historic Powerhouse building that now serves as a community center. It is a spectacular setting for this colorful community celebration of summer.

WHEN

Thursday, June 17th 2010
5pm until 8pm

WHO

Summer Solstice is presented by the Del Mar Village Association (DMVA). The DMVA is a non-profit Main Street organization committed to revitalizing the Village of Del Mar. Please visit our website at www.delmarmainstreet.com or email us at info@delmarmainstreet.com for more information.

DEMOGRAPHICS

- Estimated Attendance at Summer Solstice is 700-800
- Del Mar's per capita income is significantly higher than that of neighboring communities and the county of San Diego.
- Del Mar has a significantly higher percentage of households with annual incomes over \$150,000 or more than that of nearby communities or the County as a whole.
- Del Mar possesses extraordinary assets. It borders a thriving metropolitan area, with several million potential customers, within easy reach. Del Mar's main street is one of the nation's most celebrated historic highways, bringing the community a steady flow of visitors.

Del Mar Village Association, P.O. Box 592 Del Mar, CA 92014

Phone 858.755.1179 Fax 858.755.1179

[Info@delmarmainstreet.com](mailto:info@delmarmainstreet.com) www.delmarmainstreet.com

Mission Statement

Enhancing the vitality of the Village of Del Mar while preserving its history and unique character



2010 EVENT SPONSORSHIP OPPORTUNITY

SPONSORSHIP LEVELS

Platinum Sponsor - \$1,500+

- Company Logo on all printed materials for event
 - E-blast featuring company logo as sponsor sent to over 3,000 Del Mar and area residents and businesses and visitors
 - Company logo and link on the Del Mar Village Association web site home page and DMVA Special Event page
 - Company logo on Time Warner Cable Television ad for Summer Solstice (broadcast 1,200 times the month preceding the event)
 - Company logo on UltraStar Cinemas on-screen advertising spot for Summer Solstice the two weeks preceding the event
 - 8 Reserved Complimentary Tickets to Summer Solstice 2010
-

Gold Sponsor - \$1,000

- Company Logo on all printed materials
 - E-blast featuring company logo as sponsor sent to over 3,000 Del Mar and area residents and businesses and visitors
 - Company logo and link on the Del Mar Village Association web site Special Event page
 - Company logo on Time Warner Cable Television ad for Summer Solstice (broadcast 1,200 times the month preceding the event)
 - Company logo on UltraStar Cinemas on screen advertising spot for Summer Solstice the two weeks preceding the event
 - 6 Reserved Complimentary Tickets to Summer Solstice 2010
-

Bronze Sponsor - \$750

- Company name on all printed materials
 - E-blast broadcasts featuring company name as sponsor sent to over 3,000 Del Mar and area residents and businesses and visitors
 - Company name and link on the Del Mar Village Association web site Special Event page
 - 4 Reserved Complimentary Tickets to the Summer Solstice in Del Mar 2010
-

Village Sponsor - \$400

- Company name on all printed materials
 - Company name and link on the Del Mar Village Association web site Special Event page
 - 2 Reserved Complimentary Tickets to Summer Solstice 2010
-

Media and/or In-Kind Sponsor – Monetary Contribution

DMVA is looking to partner with television, radio, and print media outlets who want to reach the local Del Mar and regional demographic through the invaluable visibility the event offers. In return, we seek air-time and/or ad space to further spread the word before and after this event.

We also welcome beverage and selected food product partners. If you have a product you would like to share with sophisticated and affluent event attendees, we would like to establish an in-kind partnership with your company.

Media and/or In-Kind Sponsors are eligible for Gold through the Community Sponsor Level promotional benefits (described above) depending on the reciprocal benefits. For more information on a sponsorship package tailored to your company's specific marketing goals, please contact us at info@delmarmainstreet.com.

Del Mar Village Association, P.O. Box 592 Del Mar, CA 92014
Phone 858.755.1179 Fax 858.755.1179

info@delmarmainstreet.com www.delmarmainstreet.com

Mission Statement

Enhancing the vitality of the Village of Del Mar while preserving its history and unique character



2010 EVENT SPONSORSHIP OPPORTUNITY

2010 SUMMER SOLSTICE EVENT SPONSORSHIP FORM

To secure your sponsorship for Summer Solstice 2010, please complete the following forms and return to DMVA with your payment by:

- Check payable to DMVA and mailed to P.O. Box 592, Del Mar CA 92014; or
- Visa or MasterCard by the filling out the information below and faxing the form to 858.755.1179 or email info@delmarmainstreet.com or mailing to P.O. Box 592, Del Mar CA 92014.

For further questions, please contact The Del Mar Village Association at 858.755.1179 or info@delmarmainstreet.com.

CHECK SPONSOR LEVEL BELOW

Summer Solstice Sponsor

- Platinum Sponsor \$1,500
- Gold Sponsor \$1,000
- Bronze Sponsor \$750
- Village Sponsor \$400
- Media/In-Kind _____

Company /Representative

Visa
MasterCard

Billing Address

Credit Card Number/Expiration Date/3 Digit Sec. Code

Phone and Fax

Email Address

Paid by Check Number

Del Mar Village Association, P.O. Box 592 Del Mar, CA 92014
Phone 858.755.1179 Fax 858.755.1179

[Info@delmarmainstreet.com](mailto:info@delmarmainstreet.com) www.delmarmainstreet.com

Mission Statement

Enhancing the vitality of the Village of Del Mar while preserving its history and unique character