



26th Annual Rolando Street Fair Sunday April 14, 2024 Sponsor Information

Join Rolando in celebrating the **26th Annual Rolando Street Fair** - the best community Street Fair in San Diego.

Over 14,500 people attend this popular one-day event, produced by The Rolando Community Council, organized and run by a team of tireless volunteers, and supported by our generous local businesses. The fair is held on beautiful tree-lined Rolando Blvd in the heart of the Rolando - College Area.

The Rolando Street Fair is a well-loved and family-friendly annual event. It's a fun day out for everyone and **a great way to promote your business to our wider community and city!**

Main Stage Concerts featuring popular San Diego bands

Kids Zone \$5 a kid all-day access to inflatables, climbing walls, game stalls, and more!

Beer Garden with Corbin's Tap Truck featuring local brews

Food Stalls and Artist/Makers' Booths - highlighting the wide variety of local eateries and talented community artists and makers

Sponsorship Opportunities

Sponsoring the Rolando Street Fair is a fantastic way to promote your business to your local neighbors and the broader San Diego community. The support of local businesses is crucial to provide this popular and unique annual street fair to the community.

Bronze Sponsor \$500

- Your logo included on print and social media promotion of the Rolando Street Fair
 - Print: Main Stage Banner, Promotional Posters, Volunteer T-shirts, Flyers
 - Social Media: Website, Facebook, Instagram, Twitter
 - Link to your website included on the Rolando Street Fair website
- Complimentary Booth in a great location at the fair

Silver Sponsor \$1,000

- Bronze Sponsor acknowledgements
- Individual Sponsor Recognition Sign at the entrance to the fair
- Recognition during Live Concert from the Main Stage
- Complimentary Booth in a preferred Location, with a Canopy, Table and Chairs

Gold Sponsor \$2,500

- Bronze Sponsor acknowledgements
- Individual Sponsor Recognition Sign at the entrance to the fair and by the Main Stage
- Recognition during Live Concert from the Main Stage, and an opportunity to speak from the Main Stage
- Complimentary Booth in a premier location by the Main Stage, with a Canopy, Table and Chairs

Title Sponsor Opportunities

Kids Zone Sponsor \$5,000

The \$5/Kid all-day ticket to the Kids Zone is unique to the Rolando Street Fair.

Your support will make this unique, family-friendly, and affordable all-day Kids Zone even more fantastic and fun! Over 1200 kids and their families had a great time at our 2023 Kids Zone, we anticipate even more kids at our 2024 Fair.

Main Stage Sponsor \$5,000

The Main Stage - located in the center of the fair - provides a popular and well-loved all day concert for the community. Featuring popular local bands and community award presentations from our government representatives (for example, in 2022 Congresswoman Sara Jacobs presented the teacher of the year award, and Mayor Todd Gloria presented local community awards.)

Title Sponsor Acknowledgements

- **Your logo included on a Billboard promoting the Rolando Street Fair, located at the corner of El Cajon Blvd and Rolando Blvd, running 3/14/24-4/14/2024**
- Individual Sponsor Recognition Signs at both entrances to the fair
- Recognition during Live Concert from the Main Stage, and an opportunity to speak from the Main Stage
- Complimentary Booth by 'the Triangle' with a Canopy, Table and Chairs
- Banner /signage acknowledging you as the Title Sponsor of the Kids Zone or Main Stage
- Your logo prominently included on print and social media promotion of the Rolando Street Fair
 - Print: Main Stage Banner, Promotional Posters, Volunteer T-shirts, Flyers
 - Social Media: Website, Facebook, Instagram, Twitter
 - Link to your website included on the Rolando Street Fair website

We hope that you will consider becoming a part of this unique and wonderful community event.

For more information or to create a bespoke sponsorship package, please contact us at: RolandoStreetFairSponsors@gmail.com
Or call Kirstin at 619-717-1633