

SO BA ZA AR

NIGHT
MARKET

MUSIC
EATS
ARTS
MAGIC

SPONSORSHIP OPPORTUNITIES

Thursdays - August 7, 14, 21 - 5:30-9:30pm
Redmond Central Connector, Outdoor Urban Site, Leary Way and 161st

REDMOND.GOV/SOBAZAAR

Where Magic Happens ~ So Bazaar Night Market, an **imaginative platform** for local artists, artisans, chefs, & entertainers. **Promotes downtown Redmond** as a viable commercial and creative destination. **Meets the challenge** of sustainably increasing cultural arts. **Builds community** in younger, diverse and international downtown population.



WHEN

Thursday Evenings
August 7, 14, 21
5:30-9:30pm

WHERE

Redmond Central Connector
Outdoor Urban Site
Leary Way and 161st

EVENT FACTS

MUSIC - Rock, Spicy and Classical... Different flavor each week.

EATS - Food trucks, unique and top-rated. Beer and wine garden presented by Redmond's own, Black Raven Brewery.

ARTS - Artisans, unique goods and food.

MAGIC - Spectacle performances.

EVENT PROMOTION

ITEM	DISTRIBUTION
Posters	Over 400 city buildings & businesses
Rack Card	Over 1,000 to clubs, businesses, retail outlets, eateries
Magazine Ads	425, Seattle Met
Pandora	Two-week campaign
Press Releases	1 to local newsprint, magazine, broadcast outlets
Radio	Promotional schedule - KEXP 90.3 FM
Digital Redmond Rec Guide	Monthly Ad - Circulation 20,000+
Website	Over 4,000 unique visitors monthly
Redmond FOCUS Magazine	Over 48,000 to Redmond residents, businesses, city buildings
Online/Social Media	Over three dozen local & regional online calendars, Facebook and Twitter

SPONSORSHIP OPPORTUNITIES

So Bazaar Night Market offers companies the opportunities to connect with Redmond residents, increase brand recognition and align themselves with this community event through sponsorship.

PRESENTING SPONSOR

LOGO PLACEMENT

- **One Sponsorship available.** Category exclusivity.
- **Event Poster**
Sponsor logo on 400 full-color So Bazaar Night Market posters displayed in retail outlets, eateries, city buildings, and businesses.
- **Website**
Sponsor logo and hyperlink recognition on the event website.
- **Rack Cards**
Sponsor logos on 1,000 rack cards distributed to retail outlets, eateries, city buildings, and businesses.

ONSITE EXPOSURE

- **Booth Space**
Sponsor will receive a 10'x10' booth space for interacting with the public, promoting and displaying its products

INVESTMENT
\$5,000

MARKETPLACE SPONSOR

NAME PLACEMENT

- **Website**
Sponsor will be recognized on the City of Redmond website: www.redmond.gov/SoBazaar. Sponsor hyperlink will have prominent placement on the event page.
- **Rack Cards**
Sponsor name on 1,000 rack cards distributed to retail outlets, eateries, and city buildings, and businesses.

ONSITE EXPOSURE

- **Booth Space**
Sponsor will receive a 10'x10' booth space for interacting with the public, promoting and displaying its products

INVESTMENT
\$2,500

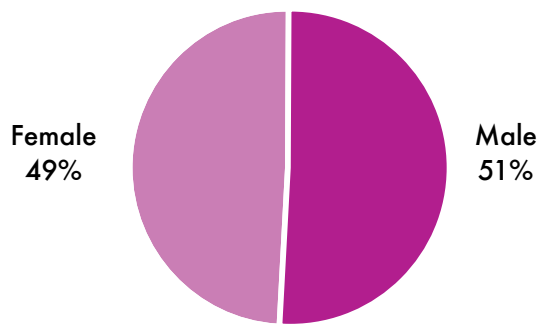


Celebrate the **MAGIC!**

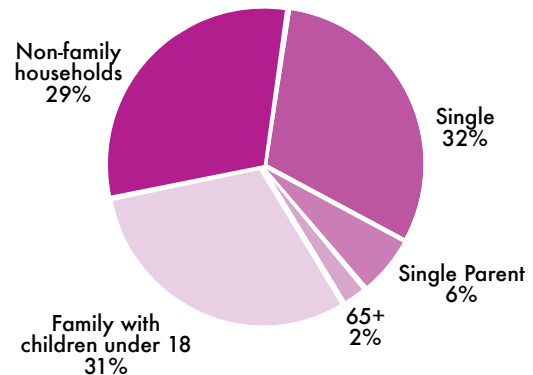
The City of Redmond Parks & Recreation Special Events department produces a variety of large festivals and events that provide unique experiences for thousands of Redmond and Eastside residents year-round. We offer sponsorship opportunities for companies who seek a unique marketing platform with access to thousands of consumers spanning multiple demographics. Sponsoring a city event, program or initiative will not only improve the city's quality of life, but can also meet your organizations goals. Sponsorships range from financial support to in-kind donations. Whether it's contributing time, resources, or financial support, the opportunities with the City of Redmond Special Events are limitless.

DEMOGRAPHICS

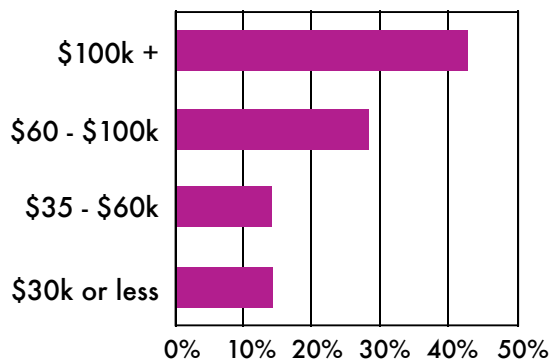
Gender



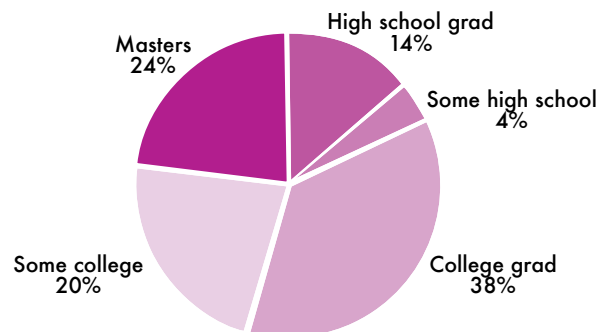
Families with Kids under 18



Household Income



Education



*Source: 2010 Census