

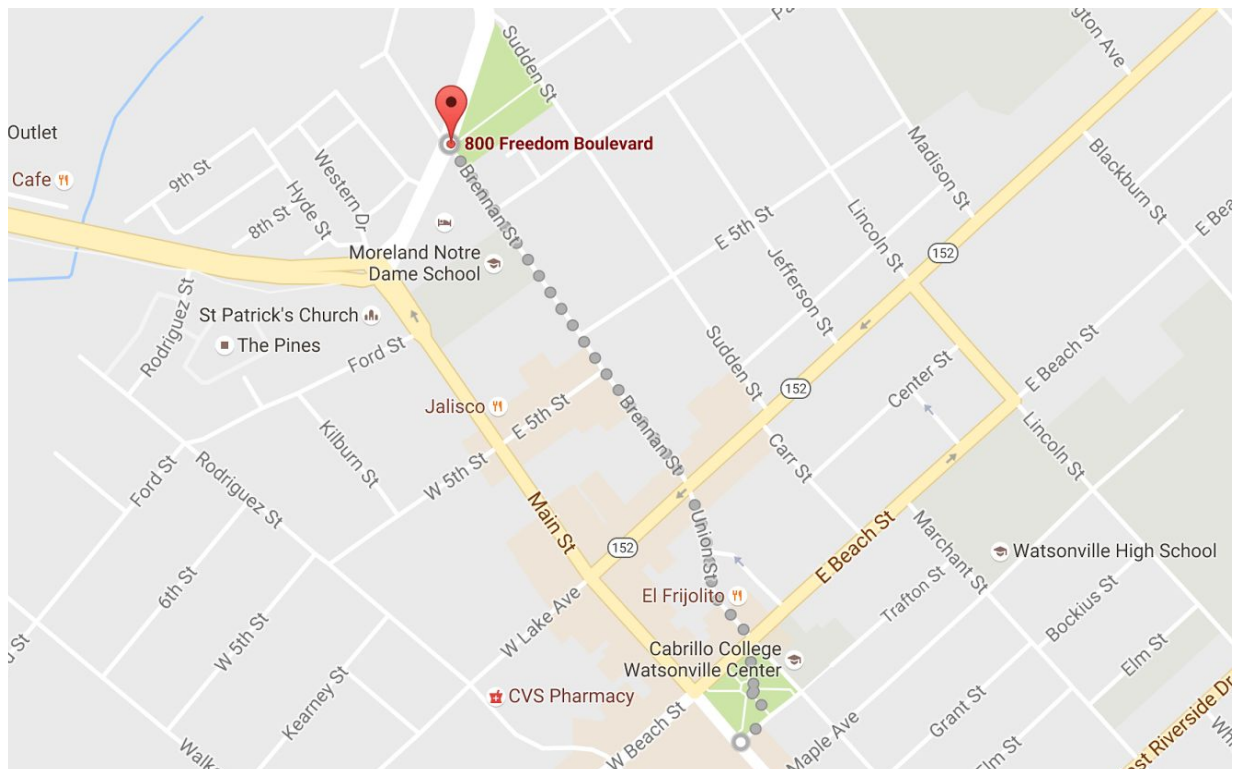


Open Streets Santa Cruz County fosters individual and community health through creative use of public space

Dear Open Streets Supporter,

Bike Santa Cruz County is happy to announce that we are now organizing Open Streets Watsonville! Open Streets Watsonville is a free community event that transforms roads into a safe and car-free environment for people to walk, bicycle, dance and play.

We would like to extend a special invitation to you, to be part of **Open Streets Watsonville**, which will return this spring to downtown Watsonville on **Sunday, May 21st, 2017** from **11am to 3pm (public event time)**. The route will extend 0.6 miles from the Plaza to Callaghan Park on Union/Brennan.



This FREE and family-friendly event—open to the whole community—will close the road to cars and create a 0.6 mile POP-UP STREET PARK for people to walk, bicycle and play in a safe and fun environment.



bikesantacruzcounty.org

(831) 425-0665

703 Pacific Avenue

Santa Cruz, CA 96060



Along the route, participants will also get to take advantage of free exercise demos, music and educational outreach booths hosted by local community groups and business sponsors. This highly popular event promotes the environment, community, and health.

At our Open Streets Santa Cruz event on Oct. 9th, 2016, 16% of 202 respondents to a post-event survey said they had taken more transportation trips by foot than before attending an Open Streets event and 37% of respondents said they had taken more transportation trips by bicycle than before attending an Open Streets event.



We invite your organization to become an event sponsor and help bring a widely-supported and impactful event to the City of Watsonville. **All participating businesses and organizations are asked to contribute to the event**, either by making a financial contribution, sponsoring a barricade* and/or donating goods or services. As a sponsor, your business will receive valuable promotion and outreach opportunities (see attached Sponsor Levels and Benefits for details). **Smaller donations and in-kind contributions are also gratefully accepted.**

Thank you for your support! We hope you will join us in participating in this beloved community event.

Kind regards,

Janneke Strause
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2017 Sponsorship Levels

To become a sponsor, please email director@bikesantacruzcounty.org. In-kind donations are also greatly appreciated and can be combined with cash. Thank you for your support!
Questions? Call (831) 425-0665.

For logo placement please provide a high resolution .jpeg or vector-based version of your logo.

Sponsor Levels	Barricade* (Volunteers valued at \$250)	Neighbor \$250	Community \$500	Business \$1,000	Leadership \$2,500	T-shirt \$3,000	Trailblazer \$5,000	Premier \$10,000
Donor name with link on scopenstreets.org	x	x	x	x	x	x	x	x
10x10 booth or banner at OSW	At barricade	Nonprofit only	Small, local businesses only	x	x	x	x	x
Social Media blast			x	x	x	x	x	x
VIP booth placement				x	x		x	x
Activity space at OSW					x		x	x
Logo on newspaper ads					x		x	x
Logo on poster and event map							x	x
Logo on the back of 150 OSW volunteer t-shirts						x		x
"Brought to you by" language on all materials								x

***Barricade sponsorship** - Host your outreach table at an intersection and provide minimum two adult dedicated volunteers 9:30am - 3:00pm to serve as event ambassadors (duties include: answer questions, monitor traffic, move barricade for emergency vehicles, etc.) Required mandatory one hour pre-event meeting a week before the event (date TBD). In-kind value of \$250 may be used towards sponsor level amounts – see Sponsor Levels and



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Benefits sheet.



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