



## **FEAST ON THE STREET Event Description**

On April 13, 2013, First Street in downtown Phoenix will be transformed into a massive outdoor urban harvest festival as people are invited to share food around a half-mile long dining table for Feast on the Street! There will be a wide variety of food, something for everyone, from food trucks to take-out from the many award-winning local restaurants in the area. The event runs from 2:00 p.m. to 9:00 p.m. and will feature interactive artistic activities and roving entertainers for all ages. A beer and wine garden will feature Arizona's own award-winning breweries Four Peaks and Lumberyard. Feast on the Street is a free community event initiated by artists Clare Patey (London) and Matthew Moore (Phoenix) in partnership with the ASU Art Museum, Roosevelt Row CDC with support from ASU, Local First Arizona and other organizations community partners.



*Photo: Thames Festival in London - Feast on the Bridge*

*Be among the first to support **Feast on the Street** in our inaugural year in the desert....*

## Sponsorship Opportunities

Date: April 13, 2013  
Time: 2:00PM – 9:00PM  
Location: First Street between Taylor Place and Moreland  
Expected attendance: 2,500+  
Promotion: Media partnerships, paid advertising, earned media, onsite activation

### Title Sponsor (SOLD) \$40,000

- ArtPlace is the title sponsor of this event.

### Marketing Sponsor (SOLD) \$35,000

- The Steele Foundation is the marketing sponsor of this event.

### Presenting Sponsor (one available) \$10,000

- Media mentions in all advance and follow-up publicity
- Company logo prominently displayed on Feast website – Homepage and Sponsor page
- Company logo in all display advertising, billboards and online ads
- Company logo on event schedules/maps available on-site (format tbd)
- Premium placement of logo on event signage
- 10 tickets to “Tasting Room” VIP reception during the Feast
- 10 tickets to Roosevelt Row’s Chile Pepper Festival, September 2013
- Profile article in the Roosevelt Row e-newsletter (circulation 5,000+)
- Social media mentions throughout event promotional period (March-April)

### Education Sponsor (two available) \$3,000

- Media mentions in all advance and follow-up publicity
- Company logo featured on Feast website sponsor page
- Company logo in advertising
- Company logo on event schedules/maps available on-site (format tbd)
- Company logo on event signage
- 6 tickets to “Tasting Room” VIP reception during the Feast
- 6 tickets to Roosevelt Row’s Chile Pepper Festival, September 2013
- Profile article in the Roosevelt Row e-newsletter (circulation 5,000+)
- Social media mentions throughout event promotional period (March-April)

### Sustainability Sponsor (one available) \$2,500

- Logo on all Volunteer Shirts (approximately 150)
- Company logo featured on Feast website sponsor page
- Company logo on event schedules/maps available on-site (format tbd)
- Premium placement of logo on event signage
- 6 tickets to “Tasting Room” VIP reception during the Feast
- 4 tickets to Roosevelt Row’s Chile Pepper Festival, September 2013
- Profile article in the Roosevelt Row e-newsletter (circulation 5,000+)
- Social media mentions throughout event promotional period (March-April)

### Friend of the Feast (three available, one sold: Fairy Tale Brownies) \$500

- Company logo featured on Feast website sponsor page
- Company name/listing on event schedules available on-site (format tbd)
- 2 tickets to “Tasting Room” VIP reception during the Feast
- Acknowledgement in the Roosevelt Row e-newsletter (circulation 5,000+)
- Social media mentions throughout event promotional period (March-April)

### Table Host (ten available) \$200

- Decorate your table with 1 (or 2) table tent(s) or small display, please keep promotional items to a minimum and any items given away MUST be recyclable as this is a zero waste event
- Option to have a representative at your table to speak with Feast guests
- Acknowledgement in the Roosevelt Row e-newsletter (circulation 5,000+)

*For additional information or customized sponsorship opportunities, contact Greg Esser at 602-614-8727. Sponsorship checks should be made payable to “Roosevelt Row CDC.”*