



WALNUT CREEK

FIRST

WEDNESDAY

STREET FEST

**MAY 1, 2024 &
AUGUST 7, 2024
5:30 - 9:00 PM**

**SPONSORSHIP
OPPORTUNITIES**

WALNUT CREEK
downtown



services@walnutcreekdowntown.com



www.walnutcreekdowntown.com

WALNUT CREEK FIRST WEDNESDAY STREET FEST

On May 1st and August 7th, First Wednesday Street Fest will draw over 2,500 people from near and far to celebrate the vibrant spirit of our community in downtown Walnut Creek. Attendees will gather along Locust Street in downtown Walnut Creek to enjoy a free family-friendly evening of entertainment, art, beer & wine, gourmet food, activities and shopping from artisan vendors. This beloved event is one of the largest outdoor downtown festivals and is back with double the fun this year, with celebrations in spring and summer.



A PARTNERSHIP THAT STANDS OUT

-  16.7K FOLLOWERS
-  12.5K FOLLOWERS
-  5.5K SUBSCRIBERS
-  74K ANNUAL VISITORS

When you sponsor First Wednesday Street Fest, you're making it possible for us to produce this community event at no cost to the public. You'll have the chance to market your business to thousands of attendees at each event.

Our community partners and sponsors benefit from inclusion in specific WCD event promotions through our website, social media platforms, dedicated email blasts, and advertising on event collateral.

FIRST WEDNESDAY STREET FEST **20**
SPONSORSHIP OPPORTUNITIES **24**

SPONSORSHIP PACKAGES



Sponsorships listed on this page include both Spring & Summer First Wednesday events. Please see the next page for individual sponsorships. Custom sponsorship packages are available, please inquire for more information.

PRESENTING SPONSOR | \$14,000 (1)

- Presenting Sponsor recognition, logo placement and backlink on walnutcreekdowntown.com event webpage
- Presenting sponsor recognition, logo placement on all advertising and event marketing collateral including digital, print and tv where applicable, from sponsorship date
- VIP Booth Placement & Double Vendor Booth (10x20)
- Custom activation opportunities
- 1 month ad space on WCD website
- Additional branding opportunities on banners, event signage & more
- 20 drink tickets for First Wednesday Street Fest (10 for each event)

MAIN STAGE SPONSOR | \$4,000 (2)

- Banner placement on main stage, provided by WCD.
- Sponsor recognition, logo placement and backlink on walnutcreekdowntown.com event webpage and event app
- Inclusion in some digital and print event advertising as main stage sponsor from sponsorship date
- 10x10 vendor space at the event with VIP placement
- 20 drink tickets for First Wednesday Street Fest (10 for each event)

COMMUNITY SPONSOR | \$3,000 (4)

- Sponsor recognition, logo placement and website backlink on walnutcreekdowntown.com event webpage
- Inclusion in some digital and print event advertising as community sponsor from sponsorship date
- 10x10 vendor space at the event with VIP placement
- 10 drink tickets for First Wednesday Street Fest (5 for each event)



SPONSORSHIP PACKAGES



Sponsorships on this page are for each individual First Wednesday event, choice of either SPRING on May 1, 2024 or SUMMER on August 7, 2024.

SEASONAL SPONSOR: SPRING OR SUMMER | \$1,500

As a Seasonal Sponsor, you're supporting the Walnut Creek Downtown Association and the efforts put fourth to promote the downtown businesses and produce this event for the public to attend at no cost. Your sponsorship for either the Spring or Summer First Wednesday event helps bring the community together in the heart of Walnut Creek.

- Sponsor recognition, logo placement and website backlink on walnutcreekdowntown.com event webpage
- Inclusion in some digital and print event advertising as seasonal sponsor from sponsorship date for individual event
- 10x10 vendor space at the event with VIP placement (optional)
- 6 drink tickets for First Wednesday Street Fest

DOWNTOWN PARTNER | \$500

Our Downtown Partners are businesses located in the downtown who support First Wednesday Street Fest and the economic impact it has on surrounding businesses. Our goal is to bring the community together to enjoy the event and support businesses by shopping, dining, and using services provided by neighboring businesses..

- Sponsor recognition, logo placement and website backlink on walnutcreekdowntown.com event webpage
- 10x10 vendor space at the event or dedicated space in front of business for your activation and signage (not provided by WCD)
- 4 drink tickets for First Wednesday Street Fest
- *ADD-ON: Activation of space with music or entertainment provided by WCD (additional cost based on music selection)*



BOOTH EXHIBITORS & PRICING

APPLICATION DEADLINES:

SPRING: Wednesday, April 10th

SUMMER: Wednesday, July 10th

\$350 – FOOD TRUCK

\$300 – FOOD VENDOR BOOTH

\$250 – FOOD VENDOR BOOTH (PRE-PACKAGED)

\$250 – COMMERCIAL BOOTH

\$200 – COMMERCIAL BOOTH (WCD MEMBER)

\$200 – ARTISAN & RETAIL BOOTH

\$150 – ARTISAN & RETAIL BOOTH (WCD MEMBER)

\$150 – NON-PROFIT BOOTH

\$125– NON-PROFIT BOOTH (WCD MEMBER)

*PRICING LISTED IS FOR EACH EVENT &
INCLUDES A 10X10 BOOTH SPACE.*

[CLICK HERE TO APPLY](#) >>

Additional information is available on the Vendor Application Form.

Please visit walnutcreekdowntown.com or email
services@walnutcreekdowntown.com for any questions.





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WALNUTCREEKDOWNTOWN.COM

When you sponsor Walnut Creek First Wednesday Street Fest, you're making it possible for the Walnut Creek Downtown Association, a non-profit organization, to produce this incredible event at no cost to the public. You'll have the chance to showcase your business to thousands of attendees & participate in the Arts Around August celebration. Get involved and be a part of another beloved First Wednesday Street Fest in Walnut Creek.



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