

TAKING THE PARTY TO THE STREETS
IN THE HEART OF SILVERLAKE



SECOND ANNUAL OFF-SUNSET FESTIVAL OVERVIEW

Presented by The Off-Sunset Association
Contact: Hunter@offsunsetfestival.com

THE ASSOCIATION

The Off-Sunset Association was formed by a group of individuals who live, work and play in the Silverlake area. It is with great affection for this diverse community that we organized the Off-Sunset Festival. We own businesses here. We frequent the local restaurants and bars. We spend time in this incredible section of Los Angeles and are committed to enriching the neighborhoods that have given each and every one of us so very much.

The Off-Sunset Festival Community Grant Program awards a series of grants to select nonprofit organizations that offer services and programs in the Silverlake and surrounding areas. Festival proceeds enable us to provide financial support toward beautification, art, and youth programs with an emphasis on the LGBT community. Grant applications and guidelines are available at www.offsunsetfestival.com.

THE FESTIVAL

The first annual Off-Sunset Festival, held in 2013, was an exciting day of music, culture, art, food and fun populated by over 5000 people. For 2014, we are actively broadening our demographic, promoting an event that will draw a 21 and over crowd as diverse as Silverlake, itself. By focusing on inclusivity, we anticipate nearly doubling attendance. The second annual Festival promises to kick off summer for an enthusiastic crowd luxuriating in Los Angeles' legendary sunshine and enjoying over a half mile of:

- Live music
- DJ-driven dancing
- Gourmet food trucks
- Festival foods
- Beer trailers
- Ice-cold specialty drinks
- Dozens of hand-picked merchandise, art and novelty vendors

THE OPPORTUNITY

Sponsorship is the best way to advertise your brand or business, ensuring your presence is felt by the maximum number of attendees. The samples below represent our most popular sponsorship packages, though we're happy to customize the options to ensure a perfect fit. Contact Kim at 310-904-9736 or Hunter at 323-219-0288 to discuss your sponsorship and underwriting opportunities. Corporate visibility can range from music stage branding, category exclusivity, website and social media outlets and onsite activation.

LEVEL 1 - THE JOCK \$1000+

One 10' x 10' commercial booth space
Inclusion in ad rotation in the sponsorship sidebar
Use of festival logo in company promotions
Includes three VIP wristbands

LEVEL 3 - RUBBER \$5000+

One 10' x 20' commercial booth space
Brand recognition in marketing materials
Inclusion in ad rotation in the sponsorship sidebar
Use of festival logo in company promotions
Company banner placement on perimeter wall
Includes eight VIP wristbands

LEVEL 2 - DENIM \$2000+

One 10' x 20' commercial booth space
Inclusion in ad rotation in the sponsorship sidebar
Use of festival logo in company promotions
Company banner placement on perimeter wall
Includes five VIP wristbands

LEVEL 4 - LEATHER \$10000+

Area sponsorship or custom activation
Brand recognition in marketing materials
Permanent inclusion in sponsorship sidebar
Use of Festival logo in company promotions
Company banner placement on perimeter wall
Includes twelve VIP wristbands

LEVEL 5 - PRESENTING SPONSOR- \$20000+

Custom activation
Priority placement throughout website
Top billing in all advertising materials
Prominent banner placement in key locations