



3rd Annual All About Uptown Festival

September 25, 2010

Produced by Main Events International (MEI)
on behalf of its client Uptown Dallas, Inc.

MAIN EVENTS INTERNATIONAL
The Celebration Engineers™

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SPONSORSHIP INFORMATION

Reflecting Dallas’s hip style and energy, the All About Festival is designed to become the signature event and the biggest weekend of the year for Uptown Dallas Texas. This free-to-attend annual, outdoor “visual and performing arts festival” will attract a diverse audience of affluent art and music enthusiasts. The All About Uptown Festival will highlight the myriad of restaurant, shopping, entertainment and living options found in this charming pedestrian friendly community.

The Festival will feature food, music, trolley rides, historic home and cemetery tours, artist and artisan booths, art talks and personal appearances in Uptown galleries, an artist village with artists creating and educating attendees on the creative process, chef demos by hot Uptown chefs and the amazing pet contests. The Festival will also feature a children’s activity area with hands-on art projects, story telling and other kid-themed fun.

As the Uptown “Open House” the Fall Festival offers businesses and corporations direct exposure to and contact with attendees, allowing them to tell their story and introduce new services or products to this desirable upwardly mobile demographic.

FESTIVAL AT A GLANCE:

- Located in downtown Dallas' trendy residential and entertainment district known as “Uptown”
- Designed to be the signature event and biggest weekend of the year for the district
- Attendance over 10,000 and growing
- Free Admission
- 100 cutting-edge artists and exhibitors
- 20 Restaurants serving a wide variety of delicious foods
- 2 Stages with continuous live performances by over 30 regional and local groups.

FESTIVAL DEMOGRAPHICS:

AGE:
 25 to 39.....60%
 40 to 64.....25%
 Other.....15%

INCOME:
 \$25,000 - \$49,000.....10%
 \$50,000 - \$75,000.....40%
 \$76,000 - \$100,000.....35%
 Over \$100,000.....15%

GENDER:
 Male.....60%
 Female*.....40%
 * 60% during daytime hours

GEOGRAPHIC AREA:
 Dallas County.....70%
 Fort Worth County.....10%
 Denton County.....10%
 Tourist.....10%





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SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: As a "Presenting Sponsor" your company will have category exclusivity and be recognized as "presented by [company name]"

Entitlements Include:

- Name and Logo inclusion on all print, poster & online promotions
- Premium signage
- Category exclusivity
- Exhibit space
- Logo/Link from Festival website
- On-stage acknowledgement from emcee
- VIP seating and hospitality opportunities

Investment: A combination of both cash & in-kind support to total \$25,000

PLATINUM SPONSOR: As a "Platinum Sponsor" your company will be recognized as a platinum sponsor of the overall festival or particular activity

Entitlements include:

- Name and Logo inclusion on all print, poster and online promotions
- Signage on-site
- Exhibit space
- Logo/Link from Festival website
- On-stage acknowledgement from emcee
- VIP seating and hospitality opportunities

Investment: A combination of both cash & in-kind support to total \$15,000

ACTIVITY SPONSOR: As an "Activity Sponsor" your company name will be associated with a specific activity, area or entertainer within the festival

Entitlements include:

- Name and Logo inclusion on print, poster and online promotions in relation to activity
- Signage within activity area
- Exhibit space
- Logo/Link from Festival website
- On-stage acknowledgement from emcee
- VIP seating and hospitality opportunities

Investment: Dependent upon the scope of the activity. Prices range between \$5,000 - \$10,000, which may include in-kind support.

FOOD & BEVERAGE SAMPLING: A fun and effective way to increase local awareness and sales for your company's product.

Entitlements:

- Signage within sampling area
- Exhibit space*
- Link from Festival Website

Investment: \$3,500 - \$5,000 dependent on scope of sampling activity and required exhibit space

