

Sun And Salsa Festival

July 25, 2010 ☀



About Sun & Salsa



Sunday, July 25, 2010, marks the date of the 17th annual Kensington Sun & Salsa Festival.

Last year an estimated 90,000 Calgarians participated in this fabulous one-day festival. They enjoyed the wide array of entertainers that were featured on all the stages and entertainment zones along Kensington Road and 10th Street in the heart of Kensington. Festival goers had an opportunity to sample over 40 salsas that were prepared by the merchants of this popular shopping district. Purchase of a \$3 bag of salsa chips and a \$2 bottle of water contributed to the approximately \$36,000 was raised for our two charities - the LEAD Foundation and Agape Hospice. Strong media and corporate partnerships have contributed significantly to the overall success of the event.

Present Needs



The Kensington Sun & Salsa Festival is a summer celebration that also provides a much needed fund-raising opportunity for two local charities. This year Kensington has chosen to donate chip sale proceeds and bottled water profits to The Brenda Strafford Centre and Brown Bagging for Calgary's Kids Society. The Kensington Sun & Salsa Festival makes a difference in Calgary each year by hosting this event designed to help meet the needs of Calgarians in crisis. Since 2005, the Kensington shopping district's Sun and Salsa Festival has contributed almost \$175,000 to local charities.

Audience Attraction



The Kensington Sun & Salsa Festival has been designed to attract over 75,000 people. These people represent three audiences:

- Young urban professionals ages 20 to 40 that live or shop in Kensington
- Families - parents and children that live in Kensington or visit and shop in Kensington
- "Empty Nesters" that are moving into the inner city and utilize the shops and services in Kensington on a regular basis
- Average household income \$60,000 with a post-secondary education

2010 Proposed Marketing Plan



Astral media from June 30 to July 25:

Vibe 98.5

10 x live liners twice daily for one week
12 x live cut ins from the festival
1 x live interview prior to festival
63 mentions in Street Vibe
Email / internet campaign

Classic Country AM 1060

28 x promos four times a daily for one week
28 x live liners four times daily for one week
1 x live interview, 8:00 morning slot
42 mentions in community roundup
3 weeks on website

CJAY92

14 x live liners, twice a day for one week
1 x live interview 9am slot
63 mentions in Calgary rocks
3 weeks on website
3 weeks in newsletter



2010 Proposed Marketing Plan continued



Calgary Sun

- 1 x full page ad on the day of event
- 6 x quarter page ads running six days before festival
- 1 x half page ad running after the festival
- 4 x half page ads running in 24 Hours

City TV

33 X 15 second spots running the 2 weeks leading up to the festival primarily on the breakfast show

Other

- 500 black & white 8.5X11 event maps for the festival day to be given out
- Sponsor logos will be placed on the Sun & Salsa website with a hyper link to your site. The logos remain on our site for a full year. A photo gallery showcasing the sponsors will also be included on our website.
- 5,000 color brochures with the event maps for the festival day
- Additional magazine ads in Alberta views, Calgary's child, travel Alberta, swerve, avenue, where and more.

*Full 2010 marketing plan to be finalized by June 15, 2010

Food and Beverages



There is a Latin American flavor to the entire attraction. It begins with patrons purchasing a bag of salsa chips for \$3 (profits going to our charity) and a bottle of water for \$2 (profits going to our charity). With the bag of chips they will receive an Event Map that will help them to locate the merchants that have prepared Salsa for the very popular Salsa tasting competition. The restaurants in the area are also asked to prepare Latin American themed dishes.

Attractions and Entertainment



The streets will be closed to traffic for the day and the roads lined with approximately 170 vendors selling an eclectic mix of wares. A number of entertainment stages and areas will play host to everything from Bands, Dance School demonstrations, Salsa Dance Showcases and workshops, Fashion Shows and Pageant. Roaming around the festival you will find Musicians, Dancers, Buskers, Magicians, Jugglers, Mascots, Artisans, Dog Watering Stations, Children's Carnival, Strongman Competition and a variety of pre-selected Vendors. This year we will also be hosting the 6th annual Miss Sun and Salsa Pageant for 2010.

Our Charities



The Brenda Stafford Centre, located in West Hillhurst, is a second stage women's shelter for women and children dedicated to the prevention of domestic violence.

Brown Bagging for Calgary's Kids Society is dedicated to providing hungry Calgary Children with nutritious lunches.



2010 SPONSORSHIP OPPORTUNITIES

Balloon Sponsorship (1) - \$5,000

- In 2009 we purchased a large Sun balloon to have at our festival. The Balloon is 25' across and will attract a lot of attention. It will be placed as close to the corner of 10th and Memorial drive as we can get it.
- This incredible opportunity is to have your banners (to be supplied by the sponsor) placed on the guide lines directly below the Sun where everyone in the festival and the adjoining areas can see your company's logo.
- Acknowledgement in the Print Sponsor Ads (6 shared ads)
- Branding with your entertainment area on the Site Map. The Site map is produced in cooperation with our print sponsor, the Calgary Sun, two weeks in advance of the event. The insert is on display through Kensington merchants and is distributed through the print sponsor in the days leading up to the event
- Sponsor logos will be placed on the Sun & Salsa website with a hyper link to your site. The logos remain on our site for a full year. A photo gallery showcasing the sponsors will also be included on our website.

Stage or Entertainment Sponsor (3) - \$5,000

- Branding Opportunity on event day through banner signage of the front of the stage. (Banners to be supplied, installed and taken down by sponsor)
- Branding with your entertainment area on the Site Map. The Site map is produced in cooperation with our print sponsor, the Calgary Sun, two weeks in advance of the event. The insert is on display through Kensington merchants and is distributed through the print sponsor in the days leading up to the event
- Acknowledgment in the Print Sponsor Ads (6 shared ads)
- Sponsor announcements from the stage (2 per hour)
- Sponsor logos will be placed on the Sun & Salsa website with a hyper link to your site. The logos remain on our site for a full year. A photo gallery showcasing the sponsors will also be included on our website.
- Acknowledgment in all BRZ communications

Children's Carnival Sponsor (1) - \$5,000

- Branding Opportunity through banner signage of the front of the stage and well as bannering of the fences surrounding the area. (Banners to be supplied, installed and taken down by sponsor)
- Branding with your entertainment area on the Site Map. The Site map is produced in cooperation with our print sponsor, the Calgary Sun, two weeks in advance of the event. The insert is on display through Kensington merchants and is distributed through the print sponsor in the days leading up to the event.
- Acknowledgment in the Print Sponsor Ads (6 shared ads)
- Sponsor announcements from the stage (2 per hour)
- Bannering of Lost Children Booth
- Sponsor logos will be placed on the Sun & Salsa website with a hyper link to your site. The logos remain on our site for a full year. A photo gallery showcasing the sponsors will also be included on our website.
- Acknowledgment in all BRZ communications

2010 SPONSORSHIP OPPORTUNITIES

Cul-de-Sac Sponsor (2) - \$2,000

- Bannering and branding Opportunity of the entire Cul-de-Sac located in the heart of the festival. (Banners to be supplied, installed and taken down by sponsor)
- Event Map listing. A section of the Event Map will be set aside for company listings for all community sponsors
- Acknowledgment in all BRZ communications
- Sponsor logos will be placed on the Sun & Salsa website with a hyper link to your site. The logos remain on our site for a full year. A photo gallery showcasing the sponsors will also be included on our website.

Community Sponsor (3) - \$1,000

- Branding Opportunity at a Salsa Chip Station located in the heart of the festival. Your two banners (to be supplied and installed by sponsor) will be prominently displayed at one of the five Charity Salsa Chip stations.
- Event Map listing. A section of the Event Map will be set aside for company listings for all community sponsors.
- Acknowledgment in all BRZ communications
- Sponsor logos will be placed on the Sun & Salsa website with a hyper link to your site. The logos remain on our site for a full year. A photo gallery showcasing the sponsors will also be included on our website.

Bridge Banners (6) - \$500

- Your company logo on one of our prime location bridge banners (24"x24" sticky logo to be supplied by sponsor). These banners go up approximately 2 weeks prior to our event (these banners will be displayed throughout the very visible 2 weeks of Stampede). Here are our locations for 2009 as an example although each year could be different:

16th Ave and 16th Street
16th Ave and 21st Street
Crowchild and 14th Ave
Memorial and 14th Street
Memorial and 21 Street
14th Ave and 14th Street

Golf Cart (5) - \$500

- Your company logo on one of our golf carts (a magnetic logo to be supplied by sponsor). These carts are used on the day of the festival and move throughout the festival from prior to the event starting to after the end of the festival. (approx 10am to 7 pm)

FOR MORE INFORMATION, CONTACT:

Annie MacInnis, Executive Director
Kensington Business Revitalization Zone
403-283-4810

Debra Hobbs, Event Co-Ordinator
Kensington Fitness
403-670-7120