THE LOS ALTOS VILLAGE ASSOCIATION PRESENTS

• THE 42ND ANNUAL •

LOS ALTOS ARTS & WINE FESTIVAL

SEPTEMBER 25–26, 2021 • 10AM–5PM

MAIN & STATE STREETS, DOWNTOWN LOS ALTOS

Join us for a special concert on Saturday, 5-7pm!

650/949-5282
Arts &Wine

TWO EXTRAORDINARY DAYS. A ONE-OF-A-KIND CELEBRATION.

The Los Altos Arts & Wine Festival brings family and community together in celebration of art, wine, food and live entertainment to promote Downtown Los Altos—and help keep it beautiful.

One of the best-attended outdoor street festivals in the San Francisco Bay Area, the Los Altos Arts & Wine Festival attracts a vibrant crowd, open to new ideas and products.

Our diverse advertising campaign targets the heart of Silicon Valley—Fortune 500 execs, entrepreneurs, business owners, students, and the community at large. We expect to safely host a large crowd eager to get outside and enjoy what Downtown Los Altos has to offer.

BE A SPONSOR. ENJOY AMAZING OPPORTUNITIES.

ACCESS

Get access to sought-after demographics of the sophisticated San Francisco Bay Area market.

NETWORK

Mingle among businesses and the community in a fun and entertaining environment.

RECRUIT

Do some team building with employees or recruit volunteers.

CROSS-PROMOTE

Develop cross-promotional opportunities and new business relationships.

TEST-MARKET

Demonstrate or test market your product and get immediate feedback.

LEVERAGE

Directly reach a large audience with repeat impressions.

COMMIT

Show your commitment to small businesses and residents of the Bay Area.

EXPAND

Expand your current contacts.

Sponsorship packages tailored to your goals.

FESTIVAL HIGHLIGHTS. WHERE DO WE BEGIN?

Health and safety are top priorities!

JURIED ARTISANS

More than 300 artists from across the country will showcase diverse talent in a variety of media.

LIVE ENTERTAINMENT

Two stages of live music will host continuous performances. And there'll be a concert Saturday night on the main stage.

LOCAL WINEMAKERS

Seven Bay Area wineries will bring select vintages.

KIDZONE

Live music, puppetry, games, and hands-on crafts for kids of all ages.

GOURMET EATS

More than two dozen distinctive food vendors will serve freshly made dishes and specialty foods.

SPONSORS' ROW

An ideal marketing opportunity, it's located near one of the festival's busiest entrances—the highest trafficked area of the festival.

A GREAT PLACE FOR A FESTIVAL.

Originally an agricultural town with summer cottages and apricot orchards, Los Altos is now in the heart of Silicon Valley. Housing prices have skyrocketed. Median household incomes are massive. Yet Downtown Los Altos maintains its quaint village atmosphere—with tree-lined streets and unique cafes, boutiques, and shops.

FAST FACTS

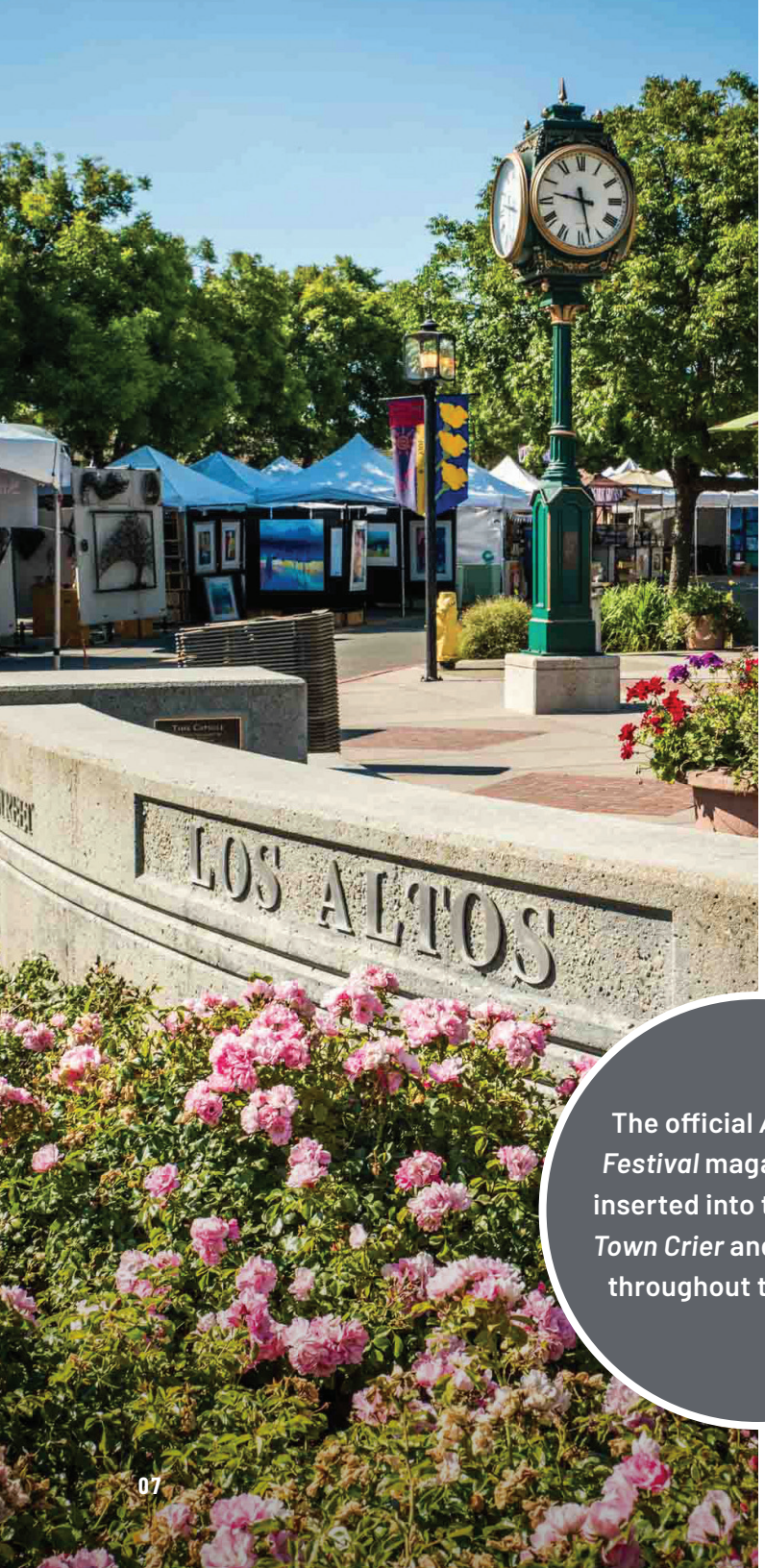
Los Altos is the fifth wealthiest city in the United States with a median family income of $230,729.[1]

Downtown Los Altos is the shopping district for Los Altos Hills, named the wealthiest town in the country by financial website 24/7 *Wall Street* in 2018.

Median household income in Los Altos Hills is $248,218.[2]

The median household income of the larger geographic area, including Mountain View and Palo Alto was $136,562 in 2017—more than double the median income of households across the country, which was $57,652.[3]

[1] Source: American Community Survey, 2018.
[2] Source: Financial website 24/7 *Wall Street*, 2018.
[3] Source: U.S. Census Bureau, ACS 5-year estimate, 2017.



CHOOSE FROM FOUR SPONSORSHIP PACKAGES. WE'VE GOT SOMETHING FOR EVERYONE!

Interested in a full sponsorship? Fantastic! Rather have something customized to fit your needs? We can do that, too. Just give us a call.

The official *Arts & Wine Festival* magazine will be inserted into the *Los Altos Town Crier* and distributed throughout the festival.

PRESENTING SPONSOR

(One available. Cost: $15K)

Includes exclusive brand placement above the festival name in all print, radio, and online advertising; a mention on the cover of *Arts & Wine Festival* magazine; a **full-page color ad** in *Arts & Wine Festival* magazine; and a 10'x20' area along Sponsors' Row.

STAGE SPONSOR

(Two available. Cost: $10K)

Includes exclusive branding of the main or community stage; brand identification in all print, radio and online advertising; a **full-page color ad** in *Arts & Wine Festival* magazine; and a 10'x20' area along Sponsors' Row.

KIDZONE SPONSOR

(One available. Cost: $10K)

Includes exclusive branding of the entire Kidzone area; sponsorship identification in all print, radio and online advertising; a **full-page color ad** in *Arts & Wine Festival* magazine; and a 10'x10' area along Sponsors' Row or in KidZone area.

SPONSORS' ROW

(Cost: From $3,750)

Includes a 10'x10' area—just a few steps from our parking shuttle stop and East entrance—for direct interaction with foot traffic entering and leaving the festival plus additional advertising placements. (Larger booths available.)

MORE OPPORTUNITIES

In addition to our full sponsorships, there are other ways you can get your name out there. Let's put together a package that works for you.

- Be mentioned in radio advertising.
- Get your name or logo on the festival poster or other printed advertising.
- Have your logo placed on festival beer/wine glasses.
- Enjoy banner placement at various points throughout the festival.
- Get branding on water/soda booths.
- Go for branding on wine booths (with a volunteer commitment).

LOS ALTOS VILLAGE ASSOCIATION

SUPPORTING DOWNTOWN

Produced by the Los Altos Village Association—a 501(c)(3) non-profit organization assisted by more than 300 community volunteers—the festival supports year-round promotion and marketing campaigns for Downtown Los Altos, as well as providing support for community-oriented activities, nonprofit groups and schools, and the seniors of the community.

Designed by:

contrastdesignworks

Proudly headquartered in Los Altos
220 Main Street, Suite 206
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FOR MORE DETAILS ABOUT SPONSORSHIP PACKAGES, CONTACT US TODAY.

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For help with customizing a sponsorship package—or more information about additional branding opportunities—call us at **1-650-949-5282**.

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