



# Sponsorship & Ad Form

2006 Takoma Park Street Festival

Festival Day is Sunday, October 1, 2006, 10am-5pm

\_\_\_\_\_  
Today's date

\_\_\_\_\_  
Name of business/organization to be listed in program, ads, and promotional materials

\_\_\_\_\_  
Contact name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone number

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email address (please print)

## Sponsorship Levels: (check one)

### Carroll Avenue Title Sponsors — \$5,000

- **Exclusive sponsorship** of 1 of 3 performance stages.  
*OTBA will provide stage banner. Contact OTBA for stage availability & info.*
- **Sponsor recognition announcements from the stage** between performances
- **10' x 10' booth space**
- **3½" x 5" ad** in the program guide—**4-color, front cover, prime ad location**
- **Logo & sponsorship recognition** in the program guide, website, and advertising
- **Banner ad** on the Festival website (rotating, shared visibility)
- **1 year OTBA membership** (Old Takoma Business Association)

### Takoma Patrons — \$2,500

- **10' x 10' booth space**
- **4" x 3¾" ad** in the program guide—**4-color, prime ad location**
- **Logo & sponsorship recognition** in the program guide, website, and advertising
- **Banner ad** on the Festival website (rotating, shared visibility)
- **1 year OTBA membership** (Old Takoma Business Association)

### Gilbert's Town Supporters — \$1,000

- **10' x 10' booth space**
- **4" x 2¾" ad** in the program guide
- **Banner ad** on the Festival website (rotating, shared visibility)
- **1 year OTBA membership** (Old Takoma Business Association)

### Roscoe's Friends — \$100 (available only to vendors & crafters with booths)

- **2" x 2¾" ad** in the program guide
- **This ad level is available only to vendors & crafters with booths**  
—Increase traffic to your booth with a coordinating ad in the program guide.

### Business Card Ad — \$150

- **3½" x 2" ad** in the program guide

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## Booth space:

Some sponsorship levels include a 10'x10' booth at the Festival. **You must supply your own table and booth furnishings.**

We recognize that some sponsors will not use their booth space, and have made arrangements to donate these spaces to Takoma non-profit and community groups. Please check one option below:

- Yes, we will use our booth space.
- No, we will NOT use our booth space, so please donate it to a worthy Takoma DC/Takoma Park MD community group or non-profit.

Have you already purchased booth space separately?

- Yes. If so, please call OTBA to discuss your options.
- No.

## Payment:

To reserve your booth and ad, submit this sponsorship form with a check (payable to Old Takoma Business Association) for at least 50% of the sponsorship fee.

Amount enclosed: \$ \_\_\_\_\_

Mail to:

OTBA  
P.O. Box 5440  
Takoma Park, MD 20913-5440

➔ Full payment and camera-ready electronic files for the program ads must be received by August 15, 2006.

## For more information:

Roz Grigsby, *OTBA Executive director*  
240-253-4229 or **ExecDirector@TakomaOnline.com**  
Fax: 240-253-4229  
**Festival Website:** [www.TakomaFestival.com](http://www.TakomaFestival.com)

## How to submit ads:

- Technical specifications, including acceptable materials and file formats, and are on the festival's website, **[www.TakomaFestival.com](http://www.TakomaFestival.com)**
- Email your electronic ad and logo files to: **Advertising@TakomaOnline.com**

## Mark your calendar!

August 15 — Camera-ready program ads due (electronic files preferred) & payment

Oct 1 — Festival day...The Takoma Park Street Festival



## Takoma Park Street Festival

# Ad sizes for program guide

Check our website for details about file submission and requirements  
[www.TakomaFestival.com](http://www.TakomaFestival.com)

**Carroll Avenue  
Title Sponsor  
(Stage Sponsor)  
\$5,000**

**Ad size: 3 $\frac{1}{3}$ "w x 5"h  
4-Color**

**Includes:**

- Exclusive sponsorship of 1 of 3 performance stages
- Live acknowledgement of your business throughout the day at your stage
- 10' x 10' booth space
- Logo & sponsorship listed in the program guide, website, and advertising
- Banner ad on the Festival website
- 1 year OTBA membership

**Takoma Patron  
\$2,500**

**Ad size: 4"w x 3 $\frac{3}{4}$ "h  
4-Color**

**Includes:**

- 10' x 10' booth space
- Logo & sponsorship listed in the program guide, website, and advertising
- Banner ad on the Festival website
- 1 year OTBA membership

**Gilbert's Town Supporters  
\$1,000**

**Ad size: 4"w x 2 $\frac{3}{4}$ "h  
Black/White**

**Includes:**

- 10' x 10' booth space
- Banner ad on the Festival website
- 1 year OTBA membership

**Roscoe's  
Friends  
\$100**

For booth vendors only

**Ad size:  
2"w x 2 $\frac{3}{4}$ "h  
Black/White**

**Business Card  
\$150**

**3 $\frac{1}{2}$ "w x 2"h  
Black/White**

**NO BOOTH — Ad only**