



Call for Sponsors 2016

OAKLAND FIRST FRIDAYS

sponsors@oaklandfirstfridays.org

Presented by the KONO Oakland CBD

KONO
KOREATOWN NORTHGATE

Oakland First Fridays

Mission

To preserve Oakland First Fridays as an all inclusive, safe and vital community-driven platform to showcase the emerging artists, makers, gourmet food vendors, musicians, cypher circles (dance battles, spoken word), drumming circles, acrobats, magicians, and many uniquely talented street performers and their audience.

Vision

We strive to be the premier Oakland First Fridays Event as the epicenter for the community to come together to celebrate, sustain & support the arts.

Event History

In 2006, Rock Paper Scissors, a collective of art gallery owners now known as Art Murmur, created a once a month art gallery walk which included "The 23rd Street Fair." This fair exploded into what is today's Oakland First Fridays: the most renowned art, music, food and cultural community event in the Bay Area.

In 2013, the KONO Oakland CBD, a 501(c)3 nonprofit organization, assumed responsibility for producing the event each month.

An arts & community celebration on Telegraph Ave. on the first Friday of the month.

Monthly Stats

20,000+
event attendees

10+
music acts

35+
artisan food vendors

200+
arts & crafts vendors

50+
special events in the area

10+
non-profits

45+
restaurants & bars impacted

75+
volunteers & staff

10,000 - 20,000
Website visits / month



6,000+



1000+



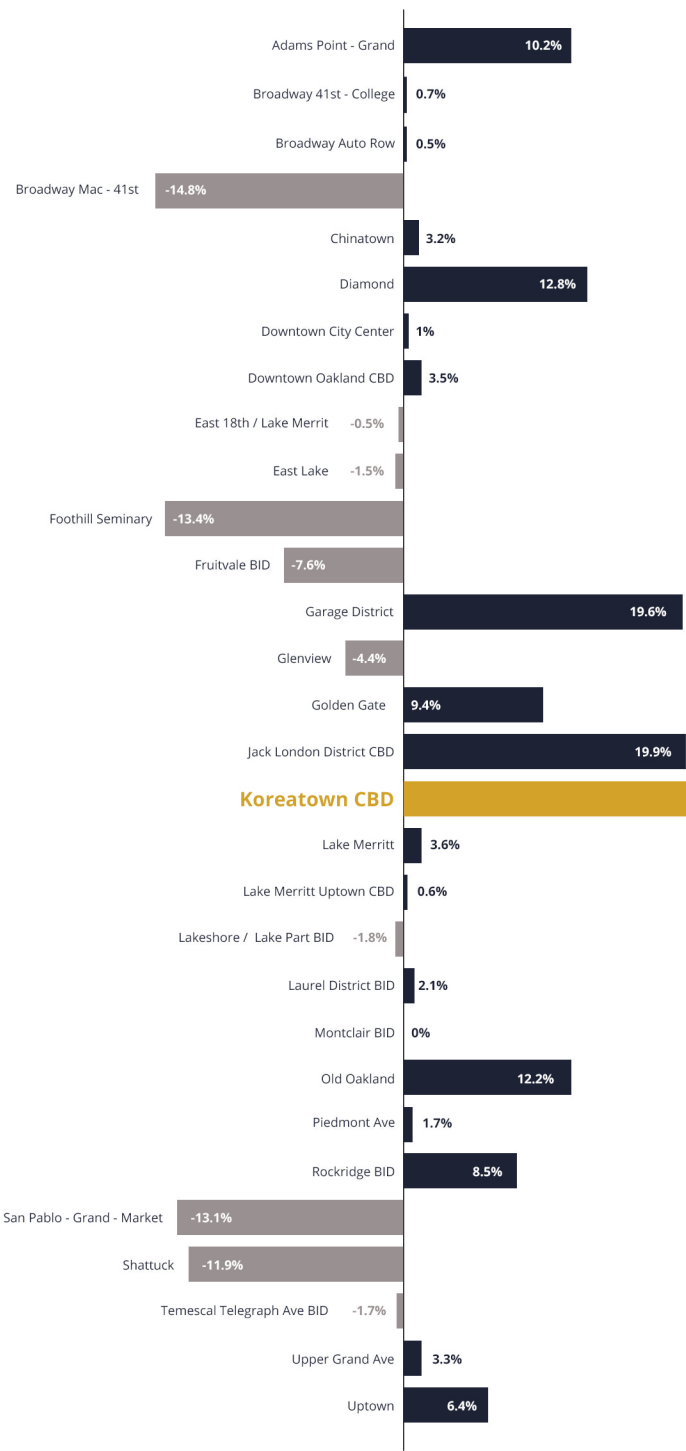
500+



3,000+

Impact

The economic impact to the KONO commercial district is **unparalleled**: Sales tax revenue jumped a whopping 56% from Q2 of 2014 to Q2 of 2015.



Oakland First Fridays provides real economic opportunity for growth by generating meaningful work, business growth, positive public relations momentum, and additional economic activity that otherwise would not exist but for the event.

“One restaurateur confided that he makes **70 percent of his monthly profit** on the night of the event.”

(Businesses surveyed in *Economic Impact of Oakland First Fridays*, Page 10, Victoria Swift, 2014)

“Does First Fridays affect your staffing decisions? **65% said ‘Yes’.**”

(Businesses surveyed in *Economic Impact of Oakland First Fridays*, Page 10, Victoria Swift, 2014)

Oakland First Fridays creates **over 1,100 jobs** every month.

Jobs Created	Annual	Month # of jobs	Year # of jobs
OakFF Staff	\$ 98,932	26	260
Vendors*	\$ 300,000	250	2500
Businesses**	\$ 90,000	750	7500
Sub contractors	\$ 90,870	35	350
Volunteers	\$ -	75	750
Total earnings	\$ 579,802	1,136	11,360

* based on one 8 hour day at \$15.00 per hour for 10 events
** businesses increase their staffing for OakFF by average of 2.5 employees estimated 300 businesses

Draw to Oakland

Bart Ridership

In 2015, Bart ridership jumped 41% on average each first Friday of the month, compared to non-first Fridays.

Average BART Ridership 2015

First Fridays	All Other Fridays	Increase
5,498 riders	3,890 riders	41.4%

Why Oakland First Fridays?

There's no other festival else like the Oakland First Fridays event.

Low vendor fees

The event is generating a business incubator space that creates a unique opportunity allowing new entrepreneurs to enter the market at minimal cost. Barriers of entry are removed for low income vendors and this supports the City of Oakland's efforts for new business generation and growth.

This allows us to support emerging artists, and entrepreneurship in Oakland at it's core.

The result is a highly eclectic mix of artists, performers, vendors, merchants and attendees that make Oakland First Fridays extraordinary.

Oakland First Fridays brings 20,000+ people to Oakland every month, 57% are non-residents.

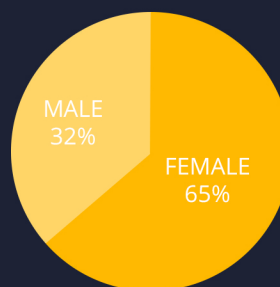
Facebook Insights

\$80/person
Money spent at event

The event continues to bring new attendees to Oakland with nearly 25 percent of attendees reporting the August 2013 event as their first time attending. Over 15 percent report they attend almost every month.

Economic Impact of Oakland First Fridays, Victoria Swift, 2014

Attendees



Average Age
25 - 44

Top Cities
Oakland
San Francisco
Berkeley
Hayward

Winner of
BEST OF in
San Francisco
Magazine

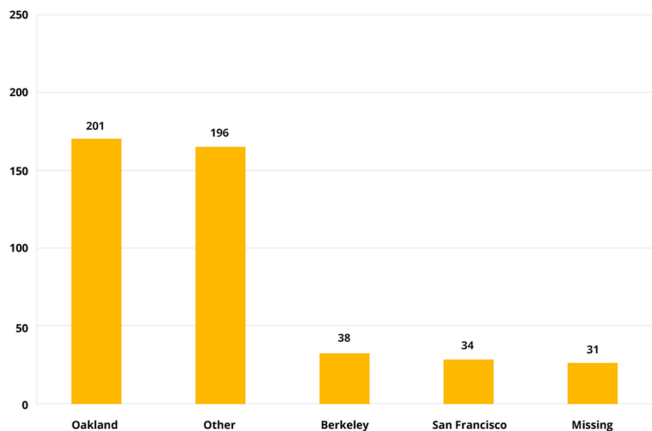


Participants

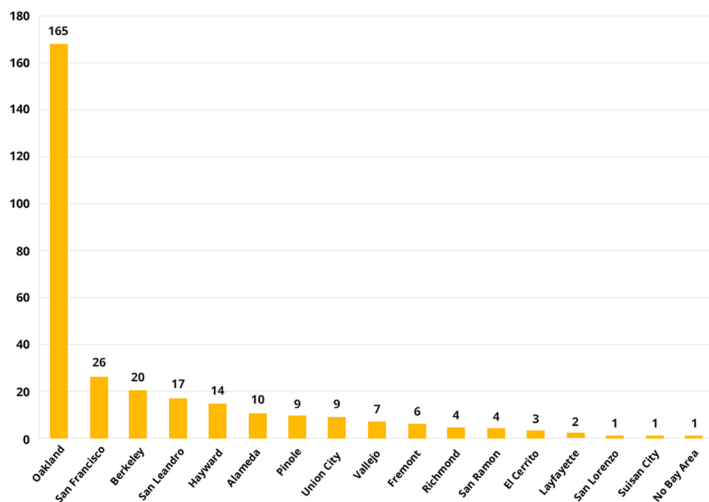
Vendors

The event hosts 230+ local arts & crafts, food vendors every month.

City of Origin



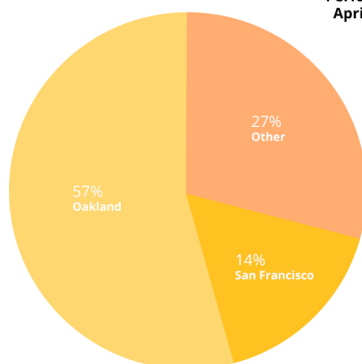
Food Vendors City of Origin



Performers

The event hosts a diversity of performers.

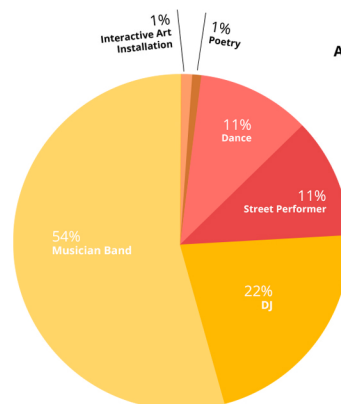
Performers by City of Origin
April 2015 - December 2015



Other Cities

Alameda
Castro Valley
El Cerrito
Elk Grove
Groveland
Hayward
Berkeley
Martinez
Orinda
Vallejo
Bay Area
Unknown

Performers by Genre
April 2015 - December 2015



64% of respondents reported vending / performing / displaying [at Oakland First Fridays] art as **their main source of income**.

Over **30%** of vendors report vending at **eleven to twelve** Oakland First Fridays each year.

48% report if they were unable to vend/performance/display at Oakland First Fridays they would need to find another source of income.

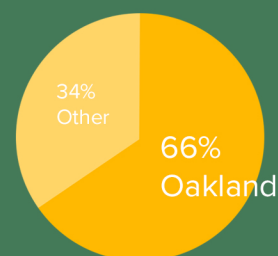
38% of vendors report that Oakland First Fridays was the first event they had ever vended.

All of those first time vendors report going on to vend at other events throughout Oakland. This demonstrates that **Oakland First Fridays is become a venue for individuals to launch a new business**.

Non-Profits

Creating opportunities for non-profits organizations to connect & engage with the our community

Services provided:
Free medical screenings
Resource information
Community outreach



A Powerful Marketing Opportunity

Hyper-local Mass Marketing & Branding

Sponsoring the Oakland First Fridays event can be a great tool for exposure and lead generation amongst your target market. 30,000+ locals from Oakland, San Francisco, Berkeley, and other Bay Area cities engage with sponsors each month. Event sponsorship is a powerful way to create heightened visibility for your products or services by showcasing them to thousands of potential customers. Strengthen your brand awareness by engaging directly with attendees through tent spaces, interactive demos, strategic logo placement, and more.



Media Exposure

Broadcast opportunities include mentions on Social Media (Facebook, Instagram, Twitter), a link and logo on the Oakland First Fridays website, mentions in our press releases, email newsletters to our extensive mailing list, and ad space on our website to reach our hyper-local audience of 30,000+.

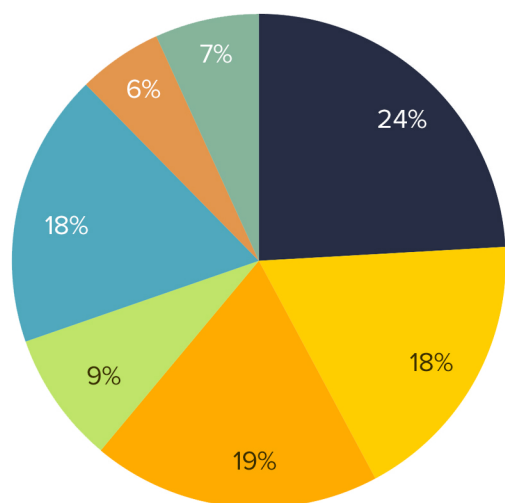
Community Involvement & Paying It Forward

Oakland First Fridays provides real economic opportunity for growth by generating meaningful work, business growth, positive public relations momentum, and additional economic activity that otherwise would not exist but for the event. Positioning your business as a supporter of Oakland and a contributor to its economic development can be a powerful tool for creating enormous goodwill amongst potential customers.

Where Your Money Goes

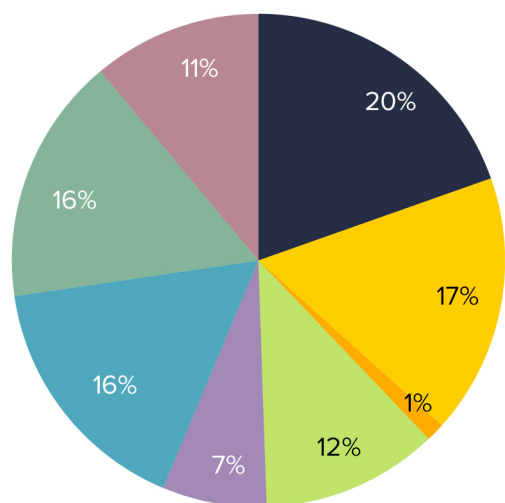
Supporting Oakland First Fridays = Supporting Oakland

Oakland First Friday also brings needed business and exposure to Oakland as a whole so by aligning your brand with us, you're aligning your brand with helping Oakland thrive. In order to cover event expenses while keeping our event free and open to the public and our artisan vendor fees low, we depend on individual donations from our community and sponsors like you.



Oakland First Fridays Income

Individual Donations	24%
Food Vendor Fees	18%
Artisan Vendor Fees (average of \$25/vendor)	19%
Merch/Sales	9%
Sponsorships	18%
Foundations and Grants	6%
In-kind Contributions	7%



Oakland First Fridays Expenses

Safety + Security	20%
Event Support	17%
Maintenance	1%
Event Day Services	12%
Stage + Sound	7%
Artist stipend/Support + Artrepreneur Workshops	16%
Rent + Admin	16%
Marketing + Fundraising	11%

"The event reflects the city's strengths as a truly diverse place where all ages, races, and economic backgrounds meld."

- Marisa, Artisan Vendor

"I love Oakland. I love art and music. It's great to participate in an event that brings us all together to celebrate art in our city."

- Erin, Artisan Vendor

Sponsor Packages



Based on your marketing objectives, we provide a wide range of opportunities.

Our team will also work with you to create a custom package that fits the needs of your organization. Receive a 10% discount by committing to 10 consecutive events. Non-profits receive a 50% discount for all the following packages.

Canvas

\$500 One-time Sponsor

Perks include one 10' x 10' ft booth space, a linked logo in our newsletter (3000+ followers) the week of the festival, and a linked logo on the website for one month.

Turf Dancer

\$1,000 One-time Sponsor

Perks include one 10' x 10' ft booth space with *prime placement*, a *Facebook mention* (6000+ followers) the week of the event, a linked logo in our newsletter (3000+ followers) the week of the festival, and a linked logo on the website for one month.

Telegraph

\$1,500 One-time Sponsor

Perks include *20' by 10' ft booth space with prime placement*, mentions on all *First Friday social media* (8000+ followers total), a linked logo in our newsletter (3000+ followers) the week of the festival, and a linked logo on the website for one month.

West Grand

\$2,500 One-time Sponsor

Perks include *20' by 10' ft booth space with prime placement*, *one banner space* at our main entrance at Grand and Telegraph (2' by 6' total), mentions on all *First Friday social media* (8000+ followers total), a linked logo in our newsletter (3000+ followers) the week of the festival, and a linked logo on the website for one month.

Sponsor Packages Contd.

Gallery

\$5,000 One-time Sponsor

Perks include 20' by 10' ft booth space with prime placement, *three banner spaces*, including both stages and at our main entrance at Grand and Telegraph (2' by 6' total space for each), mentions on all First Friday social media (8000+ followers total), a linked logo in our newsletter (3000+ followers) the week of the festival, and a linked logo on the website for one month.

Oakland

\$10,000 One-time Sponsor

Perks include 20' by 10' ft booth space with prime placement, *an opportunity to have our gate and info booth staff pass out special offers/flyers to all visitors*, *four banner spaces*, including both stages, our main entrance at Grand and Telegraph, and on our Sake Garden entrance (2' by 6' total space for each), mentions on all First Friday social media (8000+ followers total), a linked logo in our newsletter (3000+ followers) the week of the festival, and a linked logo on the website for one month.

All sponsorships are tax-deductable donations to the KONO Oakland CBD, a 501(c)3 nonprofit organization.



Special Opportunities

Stage Sponsor

\$2,500 One-time, One-stage Sponsorship

Sponsor our monthly performances and help us upgrade and maintain our stages and pay our participating musicians. You will receive a 10' by 10' booth space, a 2' by 4' ft banner on the stage front, four (4) 30-second ad spots between performances on our stage, plus mentions on all First Friday social media (Facebook, Instagram, and Twitter), banner ads on our website for one month and in our monthly week-of newsletters (general, vendors, local business, and city official mailing lists).

Sake Garden Sponsor

\$3,000 One-time Sponsorship

Your organization will be featured in our premiere Sake Garden space, which serves Sake beverages to hundreds of patrons at the event. Perks include strategic branding and banner placement in the Sake event space and mentions on Social Media (Facebook, Instagram, Twitter), link and logo on website, and mention in press release and email newsletters.



Oakland First Fridays provides real economic opportunity for growth by generating meaningful work, business growth, positive public relations momentum, and additional economic activity that otherwise would not exist but for the event. Your investment is not only a powerful marketing tool for your organization, but a meaningful contribution to the Oakland community.

Contact:

sponsors@oaklandfirstfridays.org

PREVIOUS SPONSORS INCLUDE



ARENA

