



# Taste of Oakland Fest

{Music} {Technology} {Food}

EVENT  
SPONSORSHIP  
PROPOSAL

# TASTE OF OAKLAND

{music} {tech} {food}

## WE ALL WIN

When you become a Sponsor for the *Taste of Oakland* event you get the unique opportunity to connect with the Oakland and San Francisco Area community, to build brand awareness, and show your company's support of a very important cause. Creative Opportunities for kids in music and technology! Youth Aid!!

This is an amazing way to reach millennium, GenXer's and other key consumers. Taste of Oakland — a high energy, entertaining, educating and engaging event — is a clever way for you to impress clients, vendors, and employees. You, as a Sponsor, also support the community and help develop youth and local talents in music, technology, and culinary arts. As an appreciated, respected, and honored Sponsor of this enjoyable and unforgettable experience, you will receive wide recognition in our advertising platforms. Plus, you enrich the lives of our youth with long term benefits, as an educational experience continues to enhance a life, long after the learning is experienced.

We highly recommend you join in this memorable and entertaining event!!

## ABOUT THE EVENT

Taste of Oakland is brought to you by Youth Aid, in partnership with Jack London Square. This event is produced by Oakland's own, D'Wayne Wiggins, Youth Aid Founder, philanthropist, Music Entertainment Educator, Producer, and Grammy winning R&B artist of the legendary musical group *Tony! Toni! Toné!*.

We anticipate about 5,000 attendees on the waterfront of Jack London Square for the first Saturdays of the summer months on July 7th, August 4th, and September 1st to celebrate the rich culture, uniqueness and innovative minds in the arts of music, technology and food.

Taste of Oakland is not solely about food. It is also a reflection of local artistry and tech innovations. Oakland is recognized worldwide for artistic and tech innovations. This Oakland signature-event site is located on the stunning, historic waterfront of Jack London Square. It's the perfect opportunity with this beautiful Bay backdrop to expand your network and create more brand awareness. You, and now your own, local community will be entertained by a professional, sophisticated, down to earth and diverse talent pool. All participants, and the audience from our community, will appreciate your Sponsorship commitment; as you become a more vested partner in our mutual community through this landmark event.

Your organization, company, products, and/or services will be in the forefront of consumers as we enjoy a full day of highly talented National and International Musical Artists, exciting video gaming and technological advances, local culinary creations, health screenings and even more.

Taste of Oakland, for a second consecutive summer season, will be a fabulous day of entertainment, fun-filled activities, and deliriously delicious recipes. As a Sponsor, supporting the families of the Oakland community, you will be sincerely appreciated for the long term benefits this experience yields for our deserving youth — with your necessary help.

## MEDIA REACH

*Taste of Oakland* provides wide exposure through a variety of media outlets and marketing channels. Please use the table below as a basic guide of the types of advertising, public and community relations opportunities afforded by your Sponsorship.\*

Emails	12,000+ subscribers
Print Advertising	Diablo Magazine, SF Magazine, Oakland Magazine, Alameda Magazine
Online Advertising	Event Website, Facebook, Twitter, Instagram
Radio Advertising	102.9 KBLX, KMEL, Q102.1, KPFA
Television	KTVU2, Our TV, 360 Concepts
Posters	1,000 Bay Area distribution
Flyers/Postcards	20,000 Bay Area distribution
Event Logo Signage	Stage banner, Step and Repeat banner, event T-shirts
Post Banners	In various Oakland locations

*\*Refer to your Sponsor contract for specific recognition opportunities and requirements for the Sponsorship level you have selected. Each Sponsor should provide a high-resolution logo (vectors, outlined EPS/AI Illustrator logo preferred) to Youth Aid with appropriate timeline to meet the print and placement deadlines. Final pieces will be presented for sponsor approval before going to print.*

Sponsorship packages come with plenty of benefits to thank vendors, key stakeholders or to show employees your company's appreciation to the local community.

## SPONSORSHIP OPPORTUNITIES

**PLATINUM — Presenting (Two Available)**..... \$15,000

Benefits:

- Everything in Gold level plus
- Amazing Waterfront Suite overlooking the *Tony! Toni! Toné!* House of Music stage
- Taste of Oakland keepsake
- 10 VIP wristbands for Libation Garden

**GOLD** ..... \$5,000

Benefits:

- All Silver level benefits plus
- Prominent Sponsor recognition on Local TV & Radio Media Marketing (Included in Comcast commercial aired on supporting local network)
- Taste of Oakland Keepsake
- 4 VIP wristbands for Libation Garden

**SILVER** ..... \$3,000

Benefits:

- Prominent Sponsor recognition on event-related marketing & print, social media and digital promotional collateral
- Prominent Sponsor recognition during show and on logo on event Step and Repeat banner
- Prominent Sponsor recognition and link from website event page
- Prominent exhibit booth location
- Logo placement on Taste of Oakland event flyer
- VIP Reception
- 2 VIP wristbands for Libation Garden
- Reserved spot for Health & Fitness segment including Soul Yoga, Zumba, Tai Chi and massage
- Limited edition lanyard & swag bag

## SPONSORSHIP FORM

Please fill out the following form to confirm your chosen Sponsorship package. Completed forms can be returned to Frances Goodson or Tiffany Bell at [info@youthaidnonprofit.org](mailto:info@youthaidnonprofit.org) or call us at 510.969.4566 with any questions.

### Contact Information

Company Name: \_\_\_\_\_  
First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### Sponsorship Package

\$15,000 Platinum                       \$3,000 Silver  
 \$5,000 Gold

### Payment Information

I have enclosed a check made payable to Youth Aid Nonprofit                       Please charge my credit card

Card Type:    Visa     MasterCard     Amex

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Total Sponsorship: \$ \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## THANK YOU FOR SUPPORTING OAKLAND AND BAY AREA'S YOUTH PROGRAMMING FOR MUSIC, TECHNOLOGY, AND CULINARY ARTS!!

Once we receive your completed Sponsorship form, Youth Aid staff will contact you to discuss event arrangements, Sponsorship benefits and recognition.

**Mail checks to:** Youth Aid Nonprofit, 926 85th Street, Oakland, CA 94603



## ABOUT YOUTH AID

Youth Aid is a nonprofit, 501c(3) organization founded by D'wayne Wiggins of *Tony! Toni! Toné!*. Its mission is to expose, engage, and inspire youth from under-served communities through the educational activities in the creation, production, and business of music. Youth Aid provides free, top-tier entertainment industry music-arts and tech-production instruction for youths; serving ages 8-18 from communities within the Bay Area. Through strategic partnerships with local community-based programs, Youth Aid supports and strengthens the social and cultural infrastructure of the Bay Area's most vulnerable age groups and creates opportunities for youth to learn skills, develop their talents, cultivate their unique creativity, and fulfill their dreams through various after-school, school-year vacation, and summer-time vocational programs. Visit [www.youthaidnonprofit.org](http://www.youthaidnonprofit.org) to learn more.



## JACK LONDON SQUARE

Situated along the scenic Oakland/Alameda estuary, Jack London Square is a vibrant destination in Oakland bringing together dining, retail, recreation and exciting events year-round. From lively summer night markets and outdoor movies to kayaking and bicycling along the waterfront, the verve and energy of Jack London Square make it a travel destination for individuals from all over the Bay Area and beyond. Stroll, walk, run or bike the waterfront walkways and peaceful park-like areas; and meet, greet, sip, chat, or just relax and enjoy the waterfront view.

Located within the Port of Oakland, Jack London Square is the only publicly accessible mixed-use waterfront area in the East Bay. It is home to a number of businesses, including solar company Sungevity, digital effects studio Atomic Fiction, maritime company Navis and many more. For more information, visit [www.jacklondonsquare.com](http://www.jacklondonsquare.com).



## 102.9 KBLX — MEDIA SPONSOR

102.9 KBLX is the The Soul Of The Bay! We've been serving our "family" the best in smooth R&B for almost 40 years! Visit [www.kblx.com](http://www.kblx.com) to listen live or to learn more.