



LEUCADIA 101 MAIN STREET ASSOCIATION

# SPONSORSHIP KIT

THE ART AND SOUL OF ENCINITAS

[LEUCADIA101.COM](http://LEUCADIA101.COM)

# OUR TOWN

The culture of Leucadia lends itself to an active, creative and adventurous lifestyle. Our unique neighborhood won the cover spot of the 2014 San Diego Magazine best neighborhoods edition because of its creativity, community spirit and character. Leucadia is part of the City of Encinitas which is home to 60,000 North County residents and spans over six miles of Coastal North County.

The Leucadia IOI Main Street mission is to support the Historic Leucadia North Coast Highway IOI Corridor by enhancing its economic and civic vitality, which includes fostering partnerships, retail development inspiring public art and civic/cultural activities while acting as the lead advocate for its historic preservation and community cultivation through the engagement of all its citizens.

**#LOVELEUCADIA**

The image shows the cover of San Diego Magazine, March 2014. The main headline is 'THE Neighborhood Guide' in large yellow and black letters, with the subtext 'The 18 best places to live now!' and a yellow arrow pointing right. A vertical list on the right side of the cover lists neighborhoods: MISSION HILLS, LEMON GROVE, IMPERIAL BEACH, CARLSBAD, LEUCADIA, BIRD ROCK, LITTLE ITALY, KENSINGTON, CARMEL VALLEY, 4S RANCH, SOUTH PARK, and + MORE. At the bottom right, it says '2,230 Top Lawyers The best in the city p. 112'. The cover also features several teasers at the top: 'Steve Fisher on staying in the game P.32', 'Troy Johnson reviews Amaya La Jolla P.46', and '25 Best Things to Do in March P.22'. A green circular badge in the top right corner says 'SPECIAL COLLECTOR'S EDITION P.12'. The main photo on the cover is of a white building with a sign that says 'SURF SHOP'. There are surfboards leaning against the building, a green patio umbrella, and a person walking a dog on the sidewalk. A chalkboard sign in the foreground says 'Coffee Love is in the Air' with heart drawings. A blue box at the bottom left of the photo says 'Highway 101 Leucadia'.

Steve Fisher on staying in the game P.32

Troy Johnson reviews Amaya La Jolla P.46

25 Best Things to Do in March P.22

SPECIAL COLLECTOR'S EDITION P.12

# San Diego

MARCH 2014

## THE Neighborhood Guide

The 18 best places to live now! →

MISSION HILLS  
LEMON GROVE  
IMPERIAL BEACH  
CARLSBAD  
LEUCADIA  
BIRD ROCK  
LITTLE ITALY  
KENSINGTON  
CARMEL VALLEY  
4S RANCH  
SOUTH PARK  
+ MORE

2,230 Top Lawyers  
The best in the city p. 112

Highway 101  
Leucadia



# OUR REACH



## Newsletter

Our newsletter has nearly 4,000 unique subscribers and an average 40% open rate.



## Audience

Our events attract an audience of over 25,000 people each year spanning a variety of ages, family types and interests.



## Instagram

Instagram is one of our most popular tools. Our feed has nearly 10,000 followers and our posts average 500+ likes.



## Facebook

We have a combined total of 29,000 likes between the multiple Facebook pages we manage.

# OUR EVENTS



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## TASTE OF LEUCADIA APRIL 5 2018

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The Taste of Leucadia is a community celebration highlighting food, music and fun! This event features over 25 restaurants, 20 local wineries and breweries, 15 live bands, and attracts approximately 2,000 attendees each year. This lively evening is extensively promoted the entire month of March and is always held the first Thursday in April.



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## BATTLE OF THE BANDS SPRING 2018

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Battle of the Bands is a youth-based community event where young local musicians compete for a spot on the Main Stage at our Summer Fun on the 101 Music Festival. This event draws hundreds of locals to come see Encinitas' budding young talent and support their passion for music.



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## SUMMER FUN ON THE 101 JUNE 23 2018

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Summer Fun on the 101 is Encinitas' most epic music festival that celebrates the surf rock culture of our beautiful North County coastal area. This family-oriented event attracts a wide audience of all age levels and interests, drawing over 1,700 attendees and is completely free and open to the public!

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**LEUCADIA 101**  
THE *Art and Soul* of ENCINITAS




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## LEUCADIART WALK AUGUST 26 2018

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This family-friendly event draws over 5,000 people to Leucadia for an eclectic celebration of the arts! This fun filled day features a Children's Art Pavilion, IOI art exhibits, over 15 bands, live art demos, mural painting and performances by some of San Diego's best artists. This event is completely free and includes complimentary open air trolley rides!




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## SMALL BUSINESS SATURDAY NOVEMBER 24 2018

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Small Business Saturday is a one-day promotional blitz for all of our independently owned and operated retailers. The Main Street provides all promotional materials and advertising for merchants, all they have to do is offer a special gift or discount for customers on that day.




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## LEUCADIA FARMERS MARKET EVERY SUNDAY

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The Leucadia Farmers Market is the highlight of every local resident's week. This gorgeous market was founded by the Leucadia IOI Mainstreet in 2005 with proceeds benefiting the Paul Ecke Central PTA and the Leucadia IOI Mainstreet!

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A man and a woman are seated at a long wooden table in a restaurant or bar, sampling food. The table is covered with numerous small, clear plastic containers filled with various food items, likely tapas or small bites. The man on the left is looking at the food, while the woman on the right is holding a glass. The background is dimly lit, with a warm, orange glow from a hanging lamp. The text "TASTE OF LEUCADIA" is overlaid in a white box in the center of the image.

# TASTE OF LEUCADIA

**LEUCADIA 101**  
THE Art and Soul of ENCINITAS

**#LOVELEUCADIA**

### In-Kind



Extensive social media promotion (Instagram, Facebook & Twitter)  
Company name listed on all promotional materials (save the date cards, website, newsletter)  
Product testing opportunities

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### Sip Stop | \$250



Blog feature on Leucadia Main Street website and in newsletter  
Company featured in press release as prominent community partner  
Business recognized by musicians at stages throughout the event

**Sip Stop Sponsors also enjoy all benefits of In-Kind Package**

### Transportation | \$1000



- Company logo displayed on Eco shuttle busses
- Company logo prominently featured on all promotional materials
- (Including: poster, save the date cards, printed tickets, Leucadia Main Street website & newsletter)
- Opportunity to display your company's marketing materials throughout the event
- **5 complimentary event tickets (\$175 value)**

**Transportation Sponsors also enjoy all benefits of Sip Stop Package**

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### Beer & Wine Pavilion | \$3000



Beer & Wine Pavilion Presented by "Your Business"

Company banner featured at entrance to Beer & Wine Pavilion and at ticketing locations

Company logo prominently featured on all promotional materials

(Including: poster, save the date cards, printed tickets, Leucadia Main Street website & newsletter)

Company logo featured on event wristbands

Opportunity to display your company's marketing materials throughout the event

Custom Facebook banner promoting your business

- **10 complimentary event tickets (\$350 value)**

**Beer & Wine Pavilion Sponsors also enjoy all benefits of Sip Stop Package**





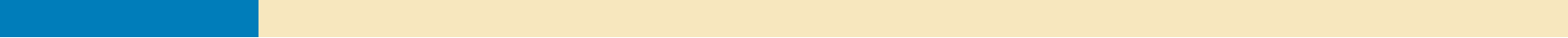
# SUMMER FUN ON THE 101

#LOVELEUCADIA

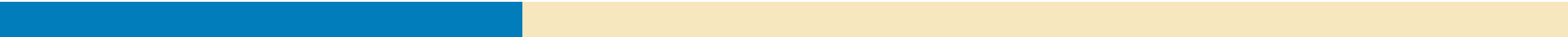
LEUCADIA 101  
THE Art and Soul of ENCINITAS



### In-Kind

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- Two months of Sponsorship Exposure
  - Opportunity to display your company's marketing materials at the information booth
  - Company logo prominently featured on event page of Leucadia Main Street website
  - Company logo prominently featured on extensive social media promotion
  - (Including: Instagram, Facebook & Twitter)
  - Business recognized by musicians on stage
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### Local | \$250

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- Blog feature on Leucadia Main Street website
  - Company featured in press release as prominent community partner

**Local Sponsors also enjoy all benefits of In-Kind Package**

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### Shaka | \$500




Booth space at the event  
Company logo prominently featured on all printed marketing collateral  
(Including: posters, programs and save the date cards)  
Company logo prominently featured on all marketing communications  
Product testing opportunities

**Shaka Sponsors also enjoy all benefits of Local Package**

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### Battle of the Bands | \$1000

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- Community partner sponsoring high quality arts programming in Leucadia
  - (Battle of the Bands will be branded as "Presented by" your company)
  - Company logo prominently featured on all printed marketing collateral for Battle of the Bands event.  
(Including: posters, programs and save the date cards)
  - Company logo prominently featured on stage signage at Battle of the Bands event
  - Opportunity to display your company's marketing materials at Battle of the Bands event
  - Suggestions include: branded tablecloths, canopies, cups and other merchandise
  - Boosted Facebook post to targeted audience (\$50 value)

**Battle of the Bands Sponsors also enjoy all benefits of Shaka Package**

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### Beer Garden | \$1500

- Opportunity to display your company's marketing materials in Beer Garden
- Suggestions include: branded tablecloths, canopies, cups and other merchandise
- Company logo prominently featured on event banners (placed at key locations in Encinitas)
- Boosted Facebook post to targeted audience (\$50 value)
- Company logo featured on all wristbands

**Beer Garden Sponsors also enjoy all benefits of Shaka Package**

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### Big Kahuna | \$2500

- Community partner sponsoring high quality arts programming in Leucadia
- (Event will be branded as "Presented by" your company)
- Business recognized by musicians on stage as community partner at highest level
- Opportunity to display your company's marketing materials throughout event
- Suggestions include: branded tablecloths, canopies, cups and other merchandise
- Boosted Facebook post to targeted audience (\$50 value)
- **Company logo prominently featured on:**
  - Stage signage
  - Event banners (placed at key locations in Encinitas)
  - Leucadia Main Street homepage with business link
  - Leucadia Facebook page banner

**Big Kahuna Sponsors also enjoy all benefits of Shaka Package**

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# LEUCADIART WALK

thena  
N. Coast Hwy 101



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### Art Patron | \$150

- Two months of Sponsorship Exposure
- Blog feature on Leucadia Main Street website
- Business recognized by musicians at stages throughout the event
- Business name and address listed on event map
- **Company logo prominently featured on:**
  - Social media posts including: Facebook, Instagram and Twitter
  - Event page on Leucadia Main Street website
  - All marketing communications

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### Art Benefactor | \$500

- Company literature available at the Main Street information booth
- Company featured in press release as prominent community partner
- Product testing opportunities
- **Company logo prominently featured on:**
  - Stage signage
  - All printed marketing collateral including:
    - posters, save the date cards and programs (3,500 are distributed at the event)

**Art Benefactor Sponsors also enjoy all benefits of Art Patron Package**



### Beer Garden | \$1500



Opportunity to display your company's marketing materials at Beer Garden  
(Suggestions include: branded tablecloths, canopies, cups and other merchandise)  
Company logo featured on all beer garden wristbands  
Boosted Facebook post to targeted audience

**Beer Garden Sponsors also enjoy all benefits of Art Benefactor Package**

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### Children's Art | \$3000



Opportunity to display your company's marketing materials at Children's Art Pavilion  
(Suggestions include: branded tablecloths, canopies and other merchandise)  
Naming rights for Children's Art Pavilion  
Boosted Facebook post to targeted audience  
Company logo prominently featured on Leucadia Main Street homepage with business link  
Company logo prominently featured on Leucadia 101 Facebook page banner

**Children's Art Sponsors also enjoy all benefits of Art Benefactor Package**

### Trolley | \$3500

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- Company banners displayed on transportation trolleys
- Company literature distributed to trolley riders with event maps gaining extensive audience reach
- Exclusive company logo banner at Main Street informational booth
- Boosted Facebook post to targeted audience
- Company logo prominently featured on Leucadia Main Street homepage with business link
- Company logo prominently featured on Leucadia 101 Facebook page banner

**Trolley Sponsors also enjoy all benefits of Art Benefactor Package**

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# ARTS ALIVE BANNER PROGRAM



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### In-Kind Food or Beverage

- Company featured in press release as prominent community partner
- Company logo featured on all promotional materials
- (Including: posters, auction guides and the Leucadia Main Street website)
- Opportunity to display your company's marketing materials throughout the event
- Product testing opportunities

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### Title | \$1500

Company logo featured on 18 custom art banners hung on Highway 101  
Business recognized by auctioneer at both the banner unveiling and live auction  
Company banner hung at both the banner unveiling and live auction  
Blog feature on Leucadia Main Street website  
Boosted Facebook post to targeted audience  
Extensive social media promotion (Instagram, Facebook & Twitter)  
Custom Facebook banner promoting your business in conjunction with the event



# SMALL BUSINESS SATURDAY

#LOVELEUCADIA

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Bringing the art and soul to Leucadia through  
local partnership.

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