



CHAIR

KATHERINE WEBSTER
STORYTELLING MEDIA

CO-CHAIRS

EOIN O'NEILL
O'NEILL'S IRISH PUB

ERIC RUBIN
TRES AGAVES

COMMITTEE

GENEVIEVE COLLANTES
O'NEILLS IRISH PUB

SHERRI COOKSON
WALGREENS

BRIONNA GARNER
PARAGON RESTAURANT & BAR

LES HENNESSY
HENNESSY'S WINES
& SPECIALTY FOODS

WAYNE MILLER
THE BUTLER & THE CHEF

JULY 22, 2008

DEAR SUPPORTERS,

THE SOUTH BEACH/MISSION BAY MERCHANTS ASSOCIATION PRESENTS THE FIRST ANNUAL "A TASTE OF SOUTH BEACH AND MISSION BAY" STREET FAIR. THIS EVENT WILL TAKE PLACE ON SEPTEMBER 20 AND WILL BE HELD IN HISTORIC SOUTH PARK. THE GOAL OF THE FAIR IS TO BRING ATTENTION TO THIS RAPIDLY EXPANDING AREA OF SAN FRANCISCO BY INVITING THE COMMUNITY OF SOUTH BEACH AND MISSION BAY AS WELL AS NEIGHBORING SF BAY AREA COMMUNITIES TO PARTICIPATE IN A QUALITY CELEBRATION OF LOCAL CUISINE. PROCEEDS WILL BENEFIT THE SOUTH BEACH/MISSION BAY MERCHANTS ASSOCIATION AND THE SOUTH PARK IMPROVEMENT ASSOCIATION ADMINISTERED BY THE NEIGHBORHOOD PARKS COUNCIL.

THE FOCUS OF THE FAIR IN ITS FIRST YEAR WILL BE ON THE MANY EXCELLENT RESTAURANTS AND BARS IN THE SOUTH BEACH AND MISSION BAY AREA. LOCAL RESTAURANT'S SIGNATURE DISHES AND DRINKS WILL BE AVAILABLE FOR PURCHASE AT A MODERATE COST. IN ADDITION THE FAIR WILL FEATURE MANY FUN ACTIVITIES INCLUDING AN ENTERTAINMENT STAGE WITH LIVE MUSIC PERFORMANCES, A CHILDREN'S ACTIVITY AREA AND WILL SHOWCASE A VARIETY OF OTHER VENDORS AND NON-PROFIT ORGANIZATIONS.

IN AN EFFORT TO GIVE THE COMMUNITY AN OPPORTUNITY TO PARTICIPATE IN THESE FUNDRAISING EFFORTS, WE ARE ASKING THAT YOU BECOME A SPONSOR. ENCLOSED YOU WILL FIND A SUMMARY OF SPONSOR BENEFITS AND WE HOPE THAT YOUR BUSINESS WILL SUPPORT THE "A TASTE OF SOUTH BEACH AND MISSION BAY" STREET FAIR.

PLEASE DON'T HESITATE TO CONTACT ONE OF OUR CHAIRS IF YOU HAVE ANY QUESTIONS. ALTERNATIVELY YOU MAY VISIT OUR WEBSITE AT WWW.SOUTHBEACHMISSIONBAY.COM/FAIR.

THANK YOU FOR YOUR CONSIDERATION.

WARMEST REGARDS,

KATHERINE WEBSTER
EOIN O'NEILL
ERIC RUBIN



SPONSORSHIP COMMITMENT FORM

YES, I/WE WANT TO SUPPORT THE TASTE OF SOUTH BEACH AND MISSION BAY BY BECOMING A SPONSOR!

VIP SPONSOR (*\$10,000*)

PLATINUM SPONSOR (*\$5,000*)

GOLD SPONSOR (*\$2,500*)

SILVER SPONSOR (*\$1,000*)

CONTACT: _____

ADDRESS: _____

PHONE: _____

FAX: _____

EMAIL: _____

I/WE WILL JOIN YOU AND WOULD LIKE TO BE A SPONSOR WITH A PLEDGE OF \$ _____

I/WE CANNOT ATTEND, BUT WOULD LIKE TO BE A SPONSOR WITH A PLEDGE OF \$ _____

PLEASE MAKE CHECKS PAYABLE TO:

SOUTH BEACH MISSION BAY MERCHANTS ASSOCIATION
ATTN: SHERRI COOKSON
221 KING STREET
SAN FRANCISCO, CA 94107

***ONCE YOUR SPONSORSHIP AGREEMENT IS COMPLETE, WE WILL CONTACT YOU TO COLLECT ARTWORK AND LOGOS FOR EVENT COLLATERAL.**

PLEASE RETURN TO ONE OF THE BELOW:

KATHERINE WEBSTER
KWEBSTER@STORYTELLINGMEDIA.COM

EWIN O'NEILL
OOOINC@AOL.COM

ERIC RUBIN
ERIC@TRESAGAVES.COM



TASTE OF SOUTH BEACH AND MISSION BAY SPONSORSHIP OPPORTUNITIES

VIP SPONSOR \$10,000

- ONE 10FT X 10FT BOOTH
- ADMISSION TO THE VIP PAVILION
- BANNER AD IN EVENT PROGRAM
- RECOGNITION IN THE EMAIL BLASTS AND EVENT MAILINGS PRIOR TO EVENT
- COMPANY LOGO FEATURED ON THE SPONSOR PAGE OF EVENT PROGRAM
- COMPANY LOGO FEATURED ON THE SPONSOR “THANK YOU” BOARDS DISPLAYED ON-SITE
- ACTIVE LINK TO COMPANY ON MAIN WEBSITE
- RECOGNITION ON MAIN WEBSITE 2 MONTHS PRIOR TO AND AFTER EVENT END.
- 20 COMPLIMENTARY TICKETS FOR ADMISSION TO EVENT
- 1 YEAR FREE MEMBERSHIP TO SOUTH BEACH/MISSION BAY MERCHANT’S ASSOCIATION

PLATINUM SPONSOR \$5,000

- ONE 10FT X 10 FT BOOTH
- BUSINESS CARD AD IN EVENT PROGRAM
- RECOGNITION IN THE EMAIL BLASTS AND EVENT MAILINGS PRIOR TO EVENT
- COMPANY NAME ACKNOWLEDGEMENT ON THE SPONSOR PAGE OF EVENT PROGRAM
- COMPANY NAME ACKNOWLEDGEMENT ON THE SPONSOR “THANK YOU” BOARDS DISPLAYED ON-SITE
- ACTIVE LINK TO COMPANY ON MAIN WEBSITE 1 MONTH PRIOR TO OF AFTER EVENT END
- 15 COMPLIMENTARY TICKETS FOR ADMISSION TO EVENT
- 1 YEAR FREE MEMBERSHIP TO SOUTH BEACH/MISSION BAY MERCHANT’S ASSOCIATION

GOLD SPONSOR \$2,500

- ONE 10FT X 10 FT BOOTH
- COMPANY NAME ACKNOWLEDGEMENT ON THE SPONSOR PAGE OF EVENT PROGRAM
- COMPANY NAME ACKNOWLEDGEMENT ON THE SPONSOR “THANK YOU” BOARDS DISPLAYED ON-SITE
- COMPANY LOGO ON WEBSITE
- 10 COMPLIMENTARY TICKETS FOR ADMISSION TO EVENT

SILVER SPONSOR \$1,000

- COMPANY NAME ACKNOWLEDGEMENT ON THE SPONSOR PAGE OF EVENT PROGRAM
- COMPANY NAME ACKNOWLEDGEMENT ON THE SPONSOR “THANK YOU” BOARDS DISPLAYED ON-SITE
- RECOGNITION ON MAIN WEBSITE
- 5 COMPLIMENTARY TICKETS FOR ADMISSION TO EVENT