

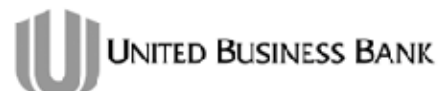


2023 PARTNERSHIP OPPORTUNITIES

Your Local Walnut Creek
Non-Profit Partner



PREVIOUS PARTNERSHIPS



CYPRESS PARTNERSHIP

CUSTOMIZE YOUR PARTNERSHIP

- Inclusion in all event promotion
- Backlinks to your company website on *walnutcreekdowntown.com* (25,000+ unique visitors per month)
- VIP Vendor Booth Placement
- Custom activation during event
- Company logo and advertising on event marketing collateral
- Dedicated Email Blasts to WCD Newsletter Subscribers (5,500+ contacts)
- Branding Opportunities
- Dedicated Social Media Posts (reach WCD's 27,500+ followers on Facebook & Instagram)
- Event tickets
- Presenting Sponsor Opportunities
- Merchandising rights

PROMOTIONAL VALUE \$34,500

INCLUDED EVENTS

Walnut Creek Uncorked (April & June)
First Wednesday Street Fest
Oktoberfest
Walnut Creek on Ice



LOCUST PARTNERSHIP

CUSTOMIZE YOUR PARTNERSHIP

- Inclusion in all event promotion
- Backlinks to your company website on *walnutcreekdowntown.com* (25,000+ unique visitors per month)
- VIP Vendor Booth Placement
- Company Logo on event marketing collateral
- Dedicated Email Blasts to WCD Newsletter Subscribers (5,500+ contacts)
- Branding Opportunities
- Dedicated Social Media Posts (reach WCD's 27,500+ followers on Facebook & Instagram)
- Event tickets

PROMOTIONAL VALUE \$14,000

INCLUDED EVENTS & PROGRAMS

First Wednesday Street Fest

Trick or Treat

Downtown Stages

Painted Pianos



DIABLO COMMUNITY PARTNER

\$1,500 - \$5,000

CUSTOMIZE YOUR PARTNERSHIP

- Vendor booth space at ONE (1) selected event/program
- Your company logo on WCD event webpage
- Acknowledgement in all post-event press releases, thank you emails, and e-newsletter
- Event tickets

SELECT ONE EVENT OR PROGRAM

Downtown Stages

Painted Pianos

Walnut Creek Uncorked

Classic Car Show

First Wednesday Street Fest

Oktoberfest

Trick or Treat



EVENT DEMOGRAPHICS

- **Attendees:**
 - 55% Female / 45% Male
- **Ticket purchase breakdown**
 - 70% Female / 30% Male
- **Age:**
 - 10% under 18
 - 15% 18-24
 - 30% 25-35
 - 30% 36-51
 - 15% Over 52
- **Visitors from:**
 - 75% Walnut Creek
 - 25% Martinez, Pleasant Hill, Danville, Concord, SF
- **Homeowners:**
 - 65% homeowners
- **Education:**
 - 70% college degree
- **Income:**
 - 10% \$75K-\$99,999K
 - 15% \$100K-\$199,999
 - 75% \$200K and up





INSTAGRAM
14.4K followers



FACEBOOK
13.1K followers

“THE EXPOSURE WE'VE RECEIVED FROM WORKING WITH WALNUT CREEK DOWNTOWN ASSOCIATION HAS IMPACTED OUR BUSINESS TREMENDOUSLY. WE ARE NOW RECOGNIZED AS A LOCAL COMMUNITY PARTNER AND HAVE GAINED LIFELONG CUSTOMERS AS A RESULT OF OUR INVOLVEMENT IN WCD'S EVENTS AND PROGRAMS.”

— WALNUT CREEK BUSINESS OWNER

A PARTNERSHIP THAT STANDS OUT

SOCIAL MEDIA PRESENCE

We are proud of WCD's strong social media presence with high engagement on Facebook and Instagram. **Boost your marketing outreach** as we share your content & ads to our **27,500+ followers**. Make sure to follow us on Facebook @downtownwalnutcreek and on Instagram @walnutcreekdowntown.

WEEKLY E-NEWSLETTER

The Walnut Creek Downtown Association maintains **two email subscriber lists** with over **5,000 subscribers** in total. Both Walnut Creek locals and visitors use our e-newsletter to stay connected with **weekly alerts** about downtown happenings, meetings, programs, special events and promotions. Our emails boast a **30% Average Open Rate** (compared to the industry average of 21.4%).

WEBSITE

Our website averages over **25,000+ unique visitors per month**. Valuable content includes information on downtown business directory, local events/programs, business resources, and parking. Our average visitor spends at least **2:43 minutes** on the site, and browses **3.60 pages per session**.



COUNT ME IN!

CONTACT INFORMATION

BUSINESS/ORGANIZATION NAME

PRIMARY CONTACT NAME

PHONE

SECONDARY PHONE

EMAIL ADDRESS

STREET ADDRESS

CITY

STATE

ZIP

PAYMENT INFORMATION

☐ Check made
payable to:
Walnut Creek
Downtown
Association

CARD NUMBER

EXP. DATE

CVC CODE

☐ Charge my
credit card
(processing fees
may apply)

CARDHOLDER SIGNATURE

For questions or custom sponsorships packages, call Walnut Creek
Downtown Association at (925) 933-6778

PARTNERSHIP PACKAGE

☐ CYPRESS

\$_____

☐ LOCUST

\$_____

☐ DIABLO COMMUNITY PARTNER

Amount: \$_____

Select Event/Program:

- ☐ Downtown Stages
- ☐ Painted Pianos
- ☐ Walnut Creek Uncorked
- ☐ Classic Car Show
- ☐ First Wednesday Street Fest
- ☐ Oktoberfest
- ☐ Trick or Treat

Email this document with payment to:
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Or, mail this document with payment to:
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