



**BALLSTON
QUARTERFEST
CRAWL 2020**

presented by Rent Dittmar

A neighborhood festival featuring live bands, street pub and tasting excursion throughout Ballston – known as the **Quarterfest Crawl**.

Saturday, May 16, 2020

Noon to 8pm

Wilson Boulevard at Ballston Quarter Mall one block from the Ballston/MU metro station



BALLSTON
LIFE IS FULL.





EXPERTISE

The festival management team has over 20 years in event planning experience in addition to a vested interest to welcome visitors and sponsors to Ballston.

The management staff works for the Ballston Business Improvement District, an organization striving to put the spotlight on everything Ballston has to offer.

The Ballston BID staff oversees management of the festival and coordination with hundreds of organizations and volunteers involved to make it possible.

Funds from the festival benefit the Ballston BID's charitable subsidiary, BallstonGives, which in turn uses funds to support local Arlington non-profits in the great work that they do.





**14,794 residents in
Ballston**

**\$110,555 median
income**

**80.2% bachelor degree
or higher**

33 median age



BALLSTON

**\$75,241 AVERAGE RESIDENTIAL EXPENDITURE
ANNUALLY**

\$30,310 AVERAGE YEARLY MORTGAGE/RENT – 40%

\$8,308 FOOD – 11%

\$8,085 HEALTHCARE – 11%

\$6,218 FOOD OUT – 8%

\$5,131 ENTERTAINMENT/RECREATION – 7%

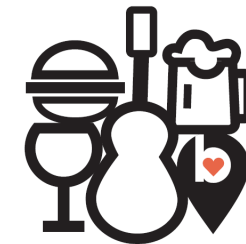
\$3,894 GIVING – 5%

\$3,857 APPAREL – 5%

\$3,506 TRAVEL – 5%

\$3,344 FURNISHINGS – 5%

\$2,588 EDUCATION – 3%



**BALLSTON
QUARTERFEST
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PRESENTING SPONSOR \$20,000

Quarterfest “presented by your organization” in social media, website and printed on all event posters, flyers, tickets and yard signs

Opportunity for stage presence at the event

Opportunity to participate in pre-event radio and television coverage

Custom on-site activations-20x30 tent provided with tables, chairs

Advertising space on the Quarterfest Crawl map

Your tent included as a location to visit on the Quarterfest Crawl

Vehicle display space for additional branding

Dedicated social media posts

Donation letter

30 VIP Tickets

20 Quarterfest Crawl Wristbands

SOLD





MAIN STAGE SPONSOR

\$12,500

Exclusive

Dedicated e-blast to 20,000 people

Social media promotion

Logo on stage banners

Representative may announce bands

Stage time in between bands for prizes and custom messaging

Logo scrolling on event website

Logo and link on music page of site

Donation letter

20 VIP Tickets



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QUARTERFEST EXPO PAVILION

\$875 Ballston based business/non-profit

\$1000 all other businesses

Sponsorship Includes:

6' table inside pavilion (first-come first-serve location)

BID supplies 1-6'x30" table and 2 chairs

Social media promotion

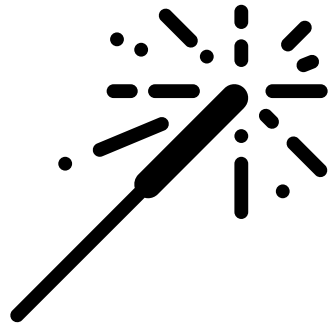
Logo scrolling on Quarterfest event website

Donation letter



FEATURED SPONSOR \$7,500

Limit of 6 companies



1,200 feet of customizable space in the festival footprint based on your needs

Your branded tent(s) and BID supplies tables, chairs

Social media promotion
(custom campaign designed to support your goals)

Sponsorship mention in eblast to 20,000

Sponsorship appreciation mention in confirmation email to attendees

Sponsorship mention on stage throughout the day

Logo on signage

Logo on event website

Donation letter

8 VIP Tickets



FRIEND OF BALLSTONGIVES \$1,500

Limit of 6 companies



Logo on charitable donation check

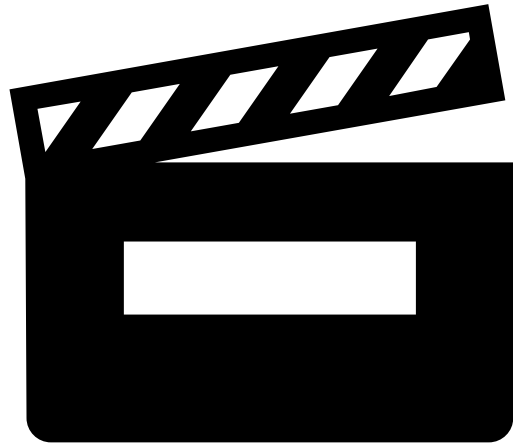
Logo scrolling on Quarterfest website

Sponsorship recognition in eblast to 20,000

Donation letter

2 VIP Tickets





BALLSTON
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EXECUTIVE SPONSOR \$2,500

Limit of 4 companies

Logo scrolling on Quarterfest website

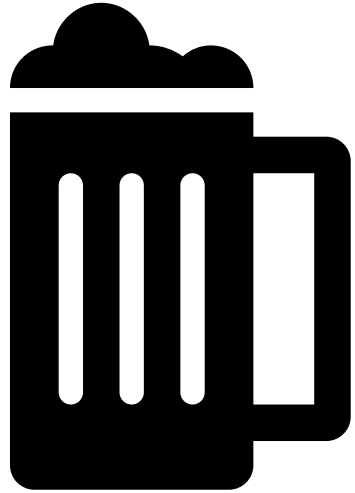
Sponsorship mention in eblast to 20,000 with other Executive Sponsors

Sponsorship appreciation mention in confirmation email to attendees

Sponsorship mention on stage at opening

Donation letter

2 VIP Tickets



BALLSTON
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SIGNATURE STREET PUB CUPS \$7,500 *Exclusive*

Sponsorship recognition in e-blast to 20,000 people

Social media promotion

Your logo (one color) on 10,000 signature cups

Cups will be distributed with beer and wine in the Quarterfest Street Pub

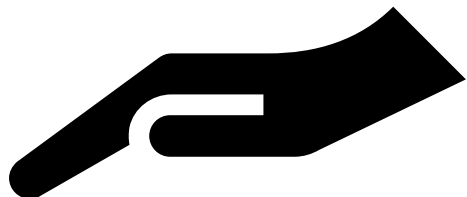
Logo on event website

Donation letter

8 VIP Tickets



BALLSTON
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QUARTERFEST CRAWL WRISTBANDS \$3,500

Exclusive

Dedicated e-blast to 20,000 people

Sponsorship appreciation mention in emails to attendees in advance of event

Social media promotion

Logo on 2,000 wristbands worn by attendees all day during the festival to visit restaurants and venues offering samples to taste

Logo on event website

Donation letter

6 VIP Tickets





VIP Reception Sponsor

\$12,000

Exclusive

Custom activation at the VIP Event (500 VIPs) with press, media, Arlington county representatives, governmental officials, sponsors and invited chefs, food bloggers and influencers

Lead generation opportunities at event and stage presence

Branding of VIP Reception including dedicated signage and custom promotional materials

Social media promotion, logo on signage and logo on event website

Logo and link on VIP page of site

Donation letter

10 VIP Tickets



VIP CREDENTIALS \$2,500

Exclusive

Your logo on deluxe 500 VIP credentials

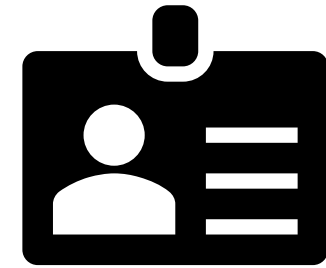
Opportunity to give out 10 VIP passes to your clients and friends

Social media promotion

Logo scrolling on Quarterfest event website

Donation letter

2 VIP Tickets



STREET PUB 21+ WRISTBANDS \$2,000

Exclusive



Sponsorship recognition in e-blast to 20,000 people

Sponsorship appreciation mention in confirmation email to attendees in advance of event

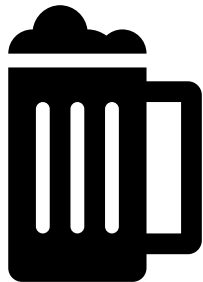
Social media promotion

Logo on 5,000 wristbands that must be worn to drink in the street pub

Logo on event website

Donation letter

2 VIP Tickets



BALLOONS \$1,950

Exclusive



1000 Balloons with your logo

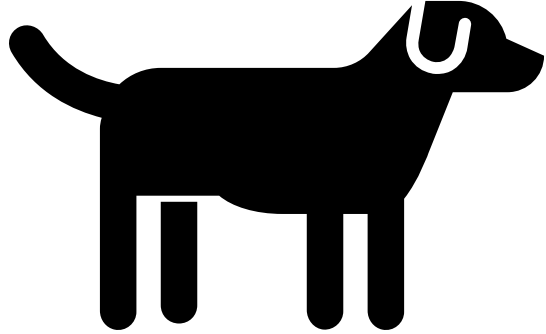
Distributed throughout festival by volunteers to children on Saturday and Sunday

Social media promotion

Logo scrolling on Quarterfest event website

Donation letter

2 VIP Tickets



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HOT DIGGITY DOG AREA SPONSOR \$4,500 *Exclusive*

Photo and caricature artist area for dogs
(10'x30')

BID provides caricature artist

Social media promotion

Logo on event website

Featured on event map

Donation letter

4 VIP Tickets

QUARTERFEST CRAWL NAPKINS

\$5,000 *Exclusive*

Logo on 5,000 napkins

Napkins will be distributed to restaurants participating in the Quarterfest Crawl

Social media promotion

Logo on signage

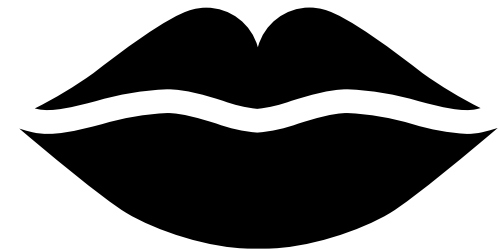
Logo on event website

Donation letter

4 VIP Tickets



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BAR COASTERS \$2,500

Exclusive

Logo on 2,500 coasters

Coasters will be distributed and displayed in the Street Pub

Social media promotion

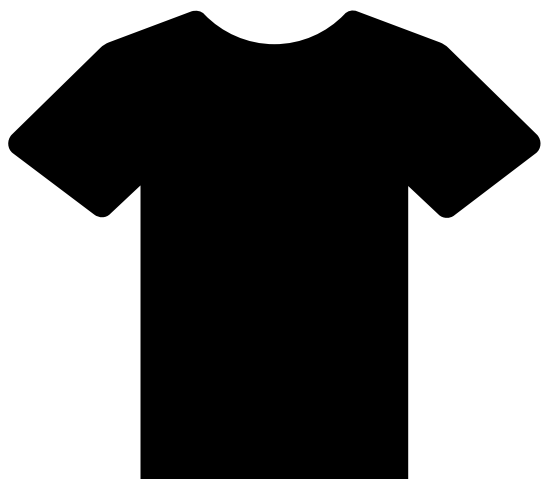
Logo on signage

Logo on event website

Donation letter

2 VIP Tickets





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VOLUNTEER T-SHIRT SPONSOR \$5,000 *Exclusive*

Logo and custom message on 300 volunteer t-shirts worn throughout the festival

Recognition and time to speak at Volunteer Training event held one week before Quarterfest

Social media promotion

Logo on event website

Donation letter

4 VIP Tickets



STREET PUB COMPANY BRANDED BAR SPONSOR \$1,250 (*Limit 8*)

1 bar in street pub pavilion (beer, wine or liquor) to brand with your company swag

1-10' bar provided (*2 bars as pictured is \$2,500*)

Ice merchandiser provided

Volunteers to pour alcohol

Your staff presence to promote your company and brand

Logo on event website

2 VIP Passes



QUARTERFEST TICKETS

\$5,000 *Exclusive*

Logo on 20,000 drink tickets

Messaging on back of tickets (prize, special offer, website and contact info)

Tickets will be used for beer, wine, liquor and water in the StreetPub all weekend

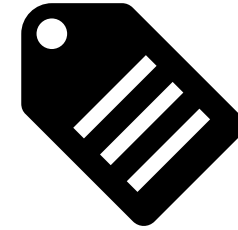
Social media promotion

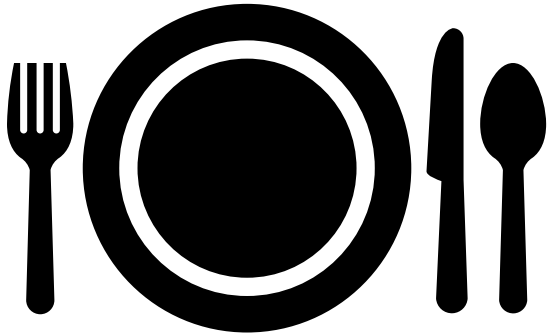
Logo on signage

Logo on event website

Donation letter

6 VIP Tickets





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QUARTERFEST CRAWL RESTAURANT OR TASTING VENUE \$150

Quarterfest Crawl is a food tasting event for Ballston restaurants, retail and building lobbies - all participants must offer food tastings at their location from noon to 8pm.

You may activate the sidewalk space in front of your business if you prefer.

Featured on Quarterfest crawl page on the event website (Restaurants, Retail, &/or Building Lobbies)

Recognition in e-blast to database to 20,000

Location featured on Quarterfest Map & Crawl Passport

Restaurant, retail or building lobby included in crawl and prize contest for those who visit all the venues (passport stamped and submitted for entry)

Social media promotion

Food item must be confirmed with the BID (2,000 samples)

Charitable donation letter provided for cost of food



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CAR DISPLAY SPACE **\$4,500** *Limit of 4 Companies*

10x40 activation area for your car(s) and your branded tent

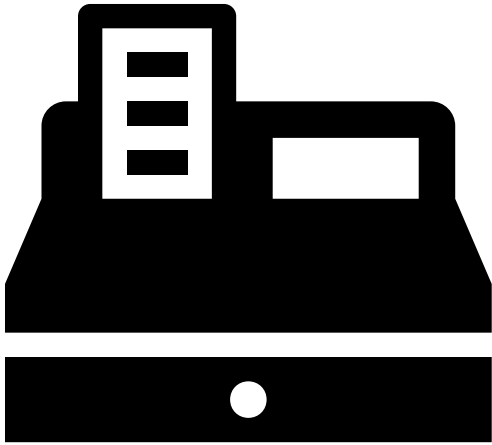
BID supplies tables and chairs

Social media promotion

Logo scrolling on Quarterfest event website

Donation letter

6 VIP Tickets



QUARTERFEST CRAWL RETAIL PROMOTION \$150

Quarterfest attendees will enjoy savings by showing their event wristband.

Sign up your retail establishment to promote a membership discount, prize or promotion.

Your discount featured on the Quarterfest website page and in the Quarterfest Crawl Passport

Social media promotion

LOCK IN YOUR SPONSORSHIP TODAY!

Link to reserve your sponsorship and secure payment processing:

<https://ballstonbusinessimprovementdistrictbid.growthzoneapp.com/ap/EventExhibitors/Register/vrAZxy9p>

Website: www.ballstonva.org

Contact: Catherine Roper, Chief Marketing Officer

Ballston BID/BallstonGives

Questions: 703-664-1193

Catherine@ballstonbid.com

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