



2013 SPONSORSHIP PACKAGE

EVENT OVERVIEW

WHAT

The **Oakland Music Festival (OMF)** is ready to move forward and invites you to support what will be an amazing event **highlighting local and regional music acts**. OMF will look to further capture the city's essence by featuring local artists and eateries.

WHEN

Saturday, September 21, 2013 marks the launch of this exciting and new music festival. OMF is looking to provide an outlet for local performers eager to make their mark, or further stamp their growing influence, while integrating a select number of established acts, with a focus on those with local Bay Area roots.

OMF is a **one day, outdoor music festival featuring three stages**. One of the two stages will be located indoors, at a 700 person capacity venue located in the heart of the festival.

WHERE

OMF's central, urban setting, located in the **Jack London Square District**, offers a unique backdrop, while also taking into consideration the public transit opportunities available within the immediate area (**BART, Bus Lines and Ferries located within a few blocks of the event location**).

OMF will support pre-event and post-event shows at local venues, expanding the opportunity for promotion and branding.

While the core mission of OMF is music-centric, the festival will feature food, beverage and art vendors, **showcasing local artists and featuring local eateries, fashion designers and businesses**.

WHY

Oakland is experiencing a resurgence of its culture capital. Launching the first annual Oakland Music Festival will highlight the musical talent locally and nationally.

Oakland ranked #5 top city to visit in the World- New York Times, Jan. 8 2012

May 2, 2013, the real estate website Movoto ranked Oakland as the most exciting city in America on its roster of the "The 10 Most Exciting Cities in America."



Attendance / Audience

3,000–4,000 attendance. Medium age 32.

Promotion

distribution of printed posters and flyers, radio, newspaper, magazine, Internet, billboards, and Oakland Public Transit ads.

Benefits of Sponsorship

- Your company name and logo will appear on event posters, postcards, all advertisements and the event website
- A unique opportunity to gain access to a new clientele that is connected to a creative class.
- Collect information or demonstrate new products or services to an eager audience.

Festival Features

All food vendors & restaurant stations will be locally sourced and will be award winning. Each holding importance in sustainability and food quality.

All non-food vendors will also be businesses that are locally based.
i.e Fiveten Burger / El Tacobike / Umami Burger / Hawker Fare





Give back

A portion of the proceeds from the festival will go towards supporting local non-profits.

www.brl-inc.org

Beats, Rhymes and Life (BRL) is a 501c3 community-based organization rooted in Oakland, California dedicated to improving mental health and social outcomes among youth of color, and other marginalized youth, by using hip hop and other forms of youth culture, as a catalyst for positive change and development.

www.youthradio.org

Through the highest quality media production, Youth Radio equips the next generation with skills and support that lead to jobs and education. Partnering 14–24 year-olds with industry leaders, Youth Radio produces digital media and Peabody-award winning journalism that is distributed nationally. Through hands-on work experience, support services and a creative outlet, Youth Radio prepares young people for employment and ultimately transforms lives.

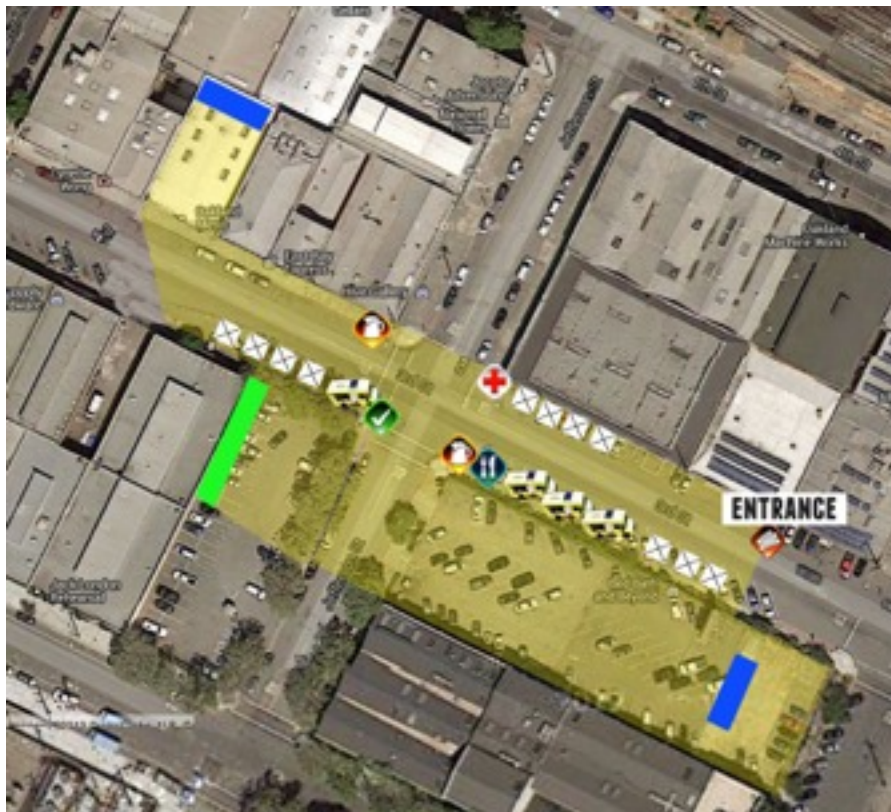




Confirmed line up

- Jazzanova (Electronic Live jazz)
- New Diplomats (Indie Rock)
- J-Boogie's Dubtronic Science (Dj / Urban)
- Bang Data (Latin Rock)
- James and evander (Electronic)
- Trackademicks (Instrumental Rap)
- Dead Clown Society (Big Band)
- Religious girls (Indie Rock)
- Jealous Guys (Rap)
- The People (House / Electronic DJ's)
- Change The Beat (Jazz rap)
- Latin Soul Brothers (Eclectic/ world Dj's)
- Oakland Faders Crew (Classic Rap DJ's)

Festival Map



Oakland Music Festival

FESTIVAL LOCATION:

3RD ST & JEFFERSON ST.

- EVENT FLOOR PLAN
- MUSIC STAGES
- RESTROOM AREA
- ENTRANCE / WILL CALL
- ARTIST TENTS / LOCAL FOOD TENTS
- LOCAL FOOD TRUCKS
- FOOD AREA / AREAS TO EAT
- BEER & WINE AREAS
- ID CHECK
- FIRST AID TENT



MANAGEMENT TEAM

The **OMF Management Team** provides decades of music and event experience bringing together key skill sets to put forth an organized, professional and well executed event that the City of Oakland deserves. The OMF Management Team consists of:

Alfonso Dominguez – A small business owner in the City of Oakland since 2005, beginning with the highly regarded and still popular Tamarindo, Alfonso has brought a positive, supportive and successful approach to his business ventures. Beginning with Tamarindo in 2005, Alfonso has also added Era Art Bar and Lounge and Poup hood to his local portfolio. Just as importantly, he has worked very closely with the City of Oakland in their redevelopment efforts and this, along with some of his other projects have been noted in the New York Times, Huffington Post, Washington post, Fast Company and featured on the cover of San Francisco Magazine.

Jacobo Juarez – Another local member of the team, Jacobo has been deeply involved in the Bay Area music scene for over 15 years, booking events for the most popular clubs in Oakland and San Francisco. Along with this, Jacobo has served as owner of a music venue (SOM in S.F.) and as the local representative of Red Bull Music Academy. He has also been recognized for his efforts in the music industry, being named East Bay Express “Best DJ 2010” and SF Weekly “Best Club Promoter 2009”.

Adrian Goddard – A long-time local promoter, Adrian is instrumental in bringing musical acts for local venues and festival through his company Jaffe Events, which was founded in 2002. With a special focus on Latin, International and Crossover Sound, Adrian has worked on such events as Carnaval S.F., Univision NYE and North Beach Jazz Festival. He also works closely with essentially all of the local music venues in Oakland and San Francisco, including the Fox Theater and The New Parrish.

J. Ramon Estevez – Through his company UVMG, which was founded in 2005, Ramon has operated professional sports games, international sports events, festivals and special events throughout the Bay Area, ranging in size from 2,000 to 50,000. Along with local smaller venues such as Kezar Stadium, Raley Field and Buck Shaw Stadium, Ramon has managed events at major local venues including – Oakland Coliseum, AT&T Park, Candlestick Park and Stanford Stadium.



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: \$10,000

- Word Mark Logo Identifying company as presenting sponsor of event
- Word Mark/Logo included with Event Word Mark/Logo on all Marketing Elements (Print, Online, Radio, TV)
- Word Mark/Logo included with Event Word Mark/Logo on event guide
- Word Mark/Logo included with Event Word Mark/Logo on event signage, where applicable
- Onsite Signage Rights
- Onsite Activation Rights
- Integration with Social Media Efforts
- Category Exclusivity
- VIP access
- Other

OFFICIAL SPONSORS: \$6,000

- Word Mark/Logo included select Marketing Elements (Print, Online, TV)
- Word Mark/Logo included on event guide
- Onsite Signage Rights
- Onsite Activation Rights
- Integration with Social Media Efforts
- Category Exclusivity
- VIP access
- Other

OFFICIAL PARTNERS: \$2,500

- Word Mark/Logo included select Marketing Elements (Print, Online, TV)
- Word Mark/Logo included on event guide
- Onsite Signage Rights
- Onsite Activation Rights
- Integration with Social Media Efforts
- No Category Exclusivity
- VIP access
- Other

FRIEND OF THE FESTIVAL: \$1,000

- Onsite Signage Rights
- Integration with Social Media Efforts
- No Category Exclusivity
- VIP access
- Other