



UNITED STATES POSTAGE

**FRESNO**

1885 2¢



**AUGUST 26, 2023** *on* **FULTON STREET**  
**ALL DAY** *party*

The event celebrates the ongoing revitalization happening in Downtown Fresno, highlighting the businesses, organizations, and people that make Downtown Fresno so vibrant and unique.

Downtown Fresno's Biggest party. We close down Fulton Street to celebrate the progress and vibrancy Downtown has experienced the since re-opening of the street in 2017. This night is dedicated to highlighting the businesses, organizations and people that make Downtown Fresno so vibrant and unique.



Live music festival with **one main stage** and multiple **Downtown businesses activated as music venues**



**Lowriders & Classic Cars** car show throughout the entire party



**Fully activated Fulton Street** with food trucks, vendors and focusing on our **diverse brick-and-mortar businesses**



**FULTON G. BERRY PRESENTING SPONSOR / \$10,000**

**“PRESENTED BY” NAMING RIGHTS**

As presenting sponsor Downtown Fresno Partnership will include your brand across all communications as presenting sponsor

**LOGO PLACEMENT ON ALL EVENT COLLATERAL**

Your message delivered directly to the FULTON STREET PARTY audience on all printed advertising & promotional materials.

**RECOGNITION VIA SOCIAL MEDIA / 4 POSTS**

Broadcast of a customized post to our 28,000 followers on Instagram, and 32,000 Facebook audience

**STORE FRONT NEAR MAIN STAGE**

Store front near the main stage of the music festival for your brand and representatives to connect with our attendees

**FULL RECOGNITION ON EVENT WEBPAGE**

Recognition and attribution of event on first fold of event web page

**BANNER ON MAIN STAGE**

Your logo and business name on a large, prominent banner on the main stage of the music festival

**MAIN STAGE / \$7,500**

RECOGNITION ON FULTON STREET PARTY WEBPAGE AS MAIN STAGE SPONSOR

BOOTH SPACE @ EVENT

RECOGNITION IN MAJOR EVENT COMMUNICATIONS

RECOGNITION VIA SOCIAL MEDIA / 2 POSTS

**“I BELIEVE” / \$5,000**

RECOGNITION ON FULTON STREET PARTY WEBPAGE

BOOTH SPACE @ EVENT

RECOGNITION VIA SOCIAL MEDIA / 1 POST

*downtown*  
**ALL DAY**