



## SUNSET & DINE EXHIBITOR/SPONSORSHIP INFO

### Sunset & Dine, Thursday June 7, 2012, 5:00 – 9:00 pm

The inaugural Sunset & Dine, taking place June 7, 2012, will be the first community event to be held at the Academy Hollywood, the brand new outdoor amphitheatre currently being built by AMPAS (Academy of Motion Picture Arts and Sciences). The \$20 ticket will grant attendees access to beer and wine, food samples from local restaurants, and an exhibition of art created by students at Helen Bernstein High School (HBHS). All proceeds from the event will benefit that school's art department.

The celebration is being organized by the Sunset & Vine Business Improvement District (BID) to commemorate the renewal and expansion of the District, which was voted in by the property owners last fall.

Academy Hollywood is being constructed on the site where AMPAS had previously intended to build its Motion Picture Museum. While weighing long-term options for the site, AMPAS decided to move forward with the outdoor amphitheatre, where it plans to hold film screenings most Friday and Saturday nights throughout the summer, beginning on June 15, 2012.

The art exhibit will contain pole banner designs drawn and colored by the students at HBHS as part of a contest organized by the Sunset & Vine District. Rather than hiring a graphic designer to create new pole banner designs, the board of Sunset & Vine reached out to the local students. Art instructor Justice O'Neil coordinated the project as a class assignment, which yielded 35 entries. The top four winning designs, which were selected through a Facebook contest as well as by the Sunset & Vine BID board of Directors, will be fabricated into actual street pole banners to be installed throughout the District.

An exciting new logo has been developed for this first time event, and ticket sales will begin soon at [www.sunsetdine.com](http://www.sunsetdine.com).

The Sunset & Vine District is a seven-year property-based Business Improvement District (BID) that spans 15 blocks along the world-renowned Sunset Boulevard, from roughly Schrader Boulevard on the west to the 101 Freeway on the east. Renewed in 2012, the SVBID is composed of approximately 138 property owners who are assessed \$1.4 million annually to pay for security, maintenance services and marketing to promote the revitalization of the area. Major landmarks in the District include the Cinerama Dome, Sunset & Vine Tower, Sunset Gower Studios, The Los Angeles Film School, and the former Tribune Studios. More information on the BID is available at [www.sunsetandvinebid.org](http://www.sunsetandvinebid.org).



## Sunset & Dine June 7, 2012

### Registration Form

Contact Name: \_\_\_\_\_

Company/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_ @ \_\_\_\_\_

We would like to be an exhibitor at the 2012 Sunset & Dine.

We would like to be a sponsor of the 2012 Sunset & Dine.

Level: (circle one)    Platinum    Gold    Silver    Custom

Representatives Name(s): \_\_\_\_\_

Please circle the type of booth that your company/organization will provide:

Business Exhibitor

Restaurant providing Food

Bar providing drinks

Sunset & Dine will provide an 8' table and 2 chairs per booth. Please bring all other items that you require. Please indicate if you will need electricity or any other special needs.

#### **Rates**

**Exhibitor Rate \$400**

**BID Exhibitor Rate \$300**

**Restaurants Providing Food \$200\***

*\*Rate negotiable depending on what type/quantity of food can be provided*

*Estimated crowd of 500 expected*

Please return this form to Devin Strecker at the Sunset & Vine District no later than Wednesday May 23, 2012. Email below or fax form to: 323-463-4229

Phone: (323) 463-6767

[devin@hollywoodbid.org](mailto:devin@hollywoodbid.org)

## SPONSORSHIP LEVELS

A Sunset & Dine Exclusive Platinum Sponsorship (\$5,000.00) consists of:

1. Leading Name recognition on signage, within the event space and on all printed materials about the event, including 3 banners at the event
2. Your logo **exclusively** included on souvenir blankets and t-shirts for the event
3. Mention throughout the Sunset & Dine event
4. Listing on the Sunset & Dine website ([www.sunsetdine.com](http://www.sunsetdine.com)) and in the *Grapevine*, the newsletter of the Sunset & Vine District
5. A booth provided to disseminate company/ organization materials during the event
6. Mention on all press materials disseminated to media
7. Twenty tickets to the event

*Only one Platinum Sponsorship package is available*

A Sunset & Dine Gold Sponsorship (\$2,500.00) consists of:

1. Name recognition on signage, within the facility and on all printed materials about the event
2. Mention throughout the Sunset & Dine event
3. Listing on the Sunset & Dine website ([www.sunsetdine.com](http://www.sunsetdine.com)) and in the *Grapevine*, the newsletter of the Sunset & Vine District
4. A booth provided to disseminate company/ organization materials during the event
5. Mention on all press materials disseminated to media
6. Fifteen tickets to the event

*Several Gold Sponsorships are available*

A Sunset & Dine Silver Sponsorship (\$1,000.00) consists of:

1. Name recognition on signage, within the facility and on all printed materials about the event
2. Mention throughout the Sunset & Dine event
3. Listing on the Sunset & Dine website ([www.sunsetdine.com](http://www.sunsetdine.com)) and in the *Grapevine*, the newsletter of the Sunset & Vine District
4. A booth provided to disseminate company/ organization materials during the event
6. Mention on all press materials disseminated to media
7. Ten tickets to the event

A Sunset & Dine Custom Sponsorship can be created specifically for you!

Contact Devin Strecker, 323-463-6767 or [devin@hollywoodbid.org](mailto:devin@hollywoodbid.org), for details.