

FUN UNLEASHED FOR 2 WEEKS

SEPT 20 – 30, 2011

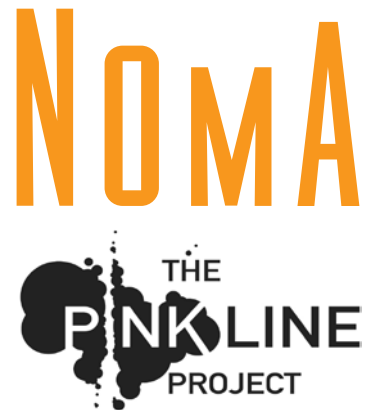
Presented by NoMa BID & The Pink Line Project  
[www.zestfest.org](http://www.zestfest.org)

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**ZESTFEST:** ZestFest is a two-week outdoor festival to make the streets of NoMa vibrant and exciting. Now in its second year, ZestFest will bring the NoMa neighborhood to life with two goals: activating and beautifying NoMa's public spaces. The NoMa BID partnered with The Pink Line Project to organize the interactive fall festival: fill the sidewalks with art, music, culture and unexpected activities, while effecting change in NoMa's greenspaces and parks.

Join us for Zestfest, a two-week party on the streets of NoMa! See below for sponsorship opportunities and other ways you can partner with us!



## PRESENTING SPONSOR - \$10,000

- Organization identified as “Presenting Sponsor” with logo on Web site, flier, banner near event stage, press releases and promotions on Twitter, Facebook and e-newsletter.
- Organization receives logo placement and company description on Zest-Fest Web site, electronic promotions (Twitter, Facebook, e-newsletter) and press releases.



## PATRON SPONSOR: BECOME A PATRON FOR A SPECIFIC EVENT

- \$5,000 - Sponsor the Backyard SaLawn  
The Backyard SaLawn will be transformed into an urban backyard with astroturf, picnic tables, and white picket fence. The SaLawn will play host to daily lunchtime activities such as yoga, BBQs, games such as Twister, musical performances, dance and theater performances, and many more fun, interactive experiences. Sponsor name will be well-branded within the SaLawn area.
- \$5,000 - Sponsor the Opening day Wine Tasting event.
- \$2,500 - Sponsor the Opening Day Field Day  
Guests will compete for prizes at a family-friendly traditional field day, in competitions such as the three-legged race and the water balloon toss.
- \$1,500 - Sponsor a Fill-in-the-Blanket Event  
Three nights will be programmed with amazing music. Guests will be invited to sit in the Loree Grand Field on picnic blankets. Sponsor name will be emblazoned on the stage.
- \$500 - Sponsor a Lunch Time Concert  
Sponsor one of eight lunch time concerts being planned throughout the NoMa neighborhood. Sponsor branding on the stage and all marketing materials.
- \$500 - Sponsor a picnic table in the Backyard SaLawn  
Artists will decorate and brand a picnic table with your logo. Activities will take place everyday throughout Zest-Fest.
- \$250 - Sponsor a performance piece in the Backyard SaLawn  
Artists deserve to be paid. Please help us give them a small stipend for their performances during ZestFest.
- \$100 - Sponsor a picnic blanket for the Fill-In-the-Blanket series  
Your logo will be emblazoned on a picnic blanket. Blankets will be used frequently throughout the festival.

