

# TEMESCAL TELEGRAPH

BUSINESS IMPROVEMENT DISTRICT



## 2021 SPONSORSHIP OPPORTUNITIES

The Temescal Telegraph Business Improvement District offers sponsorship opportunities that include a variety of benefits and contribution levels and costs. All events and activities adhere to strict COVID safety protocols and follow County and City health and safety regulations.

All sponsorships can be tailored to meet specific marketing needs and achieve your organization's goals.

## SCHEDULE

- Taste of Temescal: Tuesday, May 18
- Temescal Wellness Week: June 12-20
- Temescal Summer Spa Day Promotion: July
- Picnic on Telegraph (Evening): Friday, August 20
- Picnic on Telegraph (Daytime): Sunday, October 17
- Temescal Trick or Treat: Sunday, October 31



## TEMESCAL BID STATS



3.8k+



3.9k+



4.1k+



4k+



### CONTACT

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# TASTE OF TEMESCAL

TUESDAY, MAY 18TH, 5-9PM



The 11th Taste of Temescal returns in 2021 as a socially distanced and COVID-safe culinary crawl and annual fundraiser for local schools and nonprofits. This beloved tasting crawl (like farm to table trick-or-treat) showcases some of Temescal's most popular and well-renowned restaurants, as well as Temescal's newest culinary stars. Taste of Temescal ticket holders walk along Telegraph Ave from 40th to 51st, sampling delectable tastes of food from each participating restaurant. A thoroughly enjoyable and delicious evening of good food and giving back to the community -- Taste of Temescal also raises funds for local schools and nonprofits: Oakland Tech, Emerson Elementary, Claremont Middle School and La Clinica de La Raza! See [TasteofTemescal.org](https://TasteofTemescal.org) for details (including COVID safety protocols).

Taste of Temescal Sponsorship supports Temescal's restaurants, our partner schools and nonprofits, and enables us to bring a safe and socially distanced culinary crawl to Temescal.

## SNACK LEVEL - \$500

- Company name/logo on posters distributed throughout the East Bay
- Company name/logo on Taste of Temescal website
- Company name/logo featured as a sponsor on Facebook & Instagram posts

## WEEKEND BRUNCH LEVEL- \$1,000

- ALL SNACK LEVEL benefits, plus:
- Prominent feature location for Company name/logo on Taste of Temescal posters and website
- Featured in event eNews article as a Sponsor
- Company name/logo featured prominently at Taste of Temescal ticket booth at the event





# TASTE OF TEMESCAL



## TASTING MENU LEVEL - \$2,500

- ALL WEEKEND BRUNCH LEVEL benefits, plus:
- Prominently featured in event eNews article as a TASTING MENU Sponsor
- Opportunity to display a Company/organization banner at the event

## CULINARY STAR LEVEL - \$5,000

- ALL TASTING MENU LEVEL benefits, plus:
- Prominent feature location for Company name/logo on Taste of Temescal Official Ticket and Tasting Crawl Guide



## 2019 & 2020 STATS

5 features in local News articles

2 Media Previews

500 tickets sold\*

\$17,000 raised for Oakland schools & nonprofits\*

2,300+ Views on TasteofTemescal.org

24,000+ Recipients of Taste of Temescal eNews



\*in 2019. Taste of Temescal was canceled in 2020.

# PICNIC ON TELEGRAPH

FRIDAY, AUGUST 20TH, 4-9PM  
SUNDAY, OCTOBER 17TH, 11AM-6PM



The Temescal BID is excited to invite you to participate in **two** Picnic on Telegraph events this year, featuring expanded outdoor seating, retail, services and more on the newly repaved Telegraph Ave. At Picnic on Telegraph, Bay Area community will discover Temescal outdoors at the longest Open Streets festival in Oakland and enjoy safe and socially distanced community connections while exploring over 12 blocks of Telegraph. With no outside vendors, attendees will spend the day walking, shopping, and dining out on the street all while supporting our beloved Temescal businesses. Over fifty Temescal businesses are offering outdoor dining, free fitness classes, sidewalk sales, demos, and family-friendly activities. A full list of activities can be found at **[PicniconTelegraph.org](https://PicniconTelegraph.org)**.

Our community partners from all over the Bay are invited to participate by sponsoring Picnic on Telegraph, enabling us to bring a safe and socially distanced day of community building and fun to Temescal. Sponsorship levels are listed per event. Additional customized benefits are available for sponsoring both 2021 Picnic on Telegraph events.

## COMMUNITY SUPPORTER - \$500

- Company featured on Temescal BID website and Facebook event
- Company featured as a supporter on Facebook and Instagram posts

## MAIN SPONSOR - \$1,000

- Company/organization name and logo featured in all marketing
- Company name and logo prominently featured on Temescal BID website
- Company/organization name and logo featured as a sponsor on Facebook and Instagram posts
- Opportunity for Large Activity Area at the event (20 x 20) at the event to your company

## PRESENTING SPONSOR - \$2,500

- Company name and logo prominently featured in all marketing ("Picnic on Telegraph, Presented by Your Company")
- Company name and logo prominently featured on Temescal BID website
- Company name and logo featured as a Presenting sponsor on Facebook and Instagram posts
- Prominently featured in all event eNews articles as the Presenting Sponsor
- Opportunity to display a Company/organization banner in a prominent location at Picnic on Telegraph.
- Opportunity for Main Activity Area (up to 30 x 30 area) at the event to showcase your company



## 2020 STATS

- ★ **4 Local News article features**
- ★ **5,000+ Views on [PicniconTelegraph.org](https://PicniconTelegraph.org)**
- ★ **29,500+ Recipients of Picnic on Telegraph eNews**

# TEMESCAL WELLNESS WEEK

SUNDAY, JUNE 13 - SUNDAY, JUNE 20



Temescal Wellness Week is kicking off Summer 2021 with a full week of free fitness classes and wellness workshops at Kasper's Plaza, the new pedestrian plaza at the intersection of Telegraph and Shattuck! From pilates to kickboxing, Zumba, weightlifting, yoga, and more, Wellness Week participants can try all the diverse fitness offerings in Temescal and discover new fun ways to be active and move! Temescal Wellness Week also includes holistic health and self-care workshops, such as meditation, restorative stretching, herbal remedies, beginning acupressure and mindfulness.

Sponsors are invited to participate in Temescal Wellness Week to support this outdoor week-long celebration of fitness, fun, and self-care!

## COMMUNITY SUPPORTER - \$250

- Company featured on Temescal BID website and Facebook event
- Company featured as a supporter on Facebook and Instagram posts

## MAIN SPONSOR - \$500

- Company name/logo featured in all marketing
- Company name/logo prominently featured on Temescal BID website
- Company name and logo featured as a sponsor on Facebook and Instagram posts
- Company name/logo featured on Temescal Wellness Week Banner, displayed at the Plaza for the entirety of Wellness Week
- Opportunity for Activity Area at the event (10 x 10) at the event to showcase your company



## PRESENTING SPONSOR - \$1,000

- Company name and logo prominently featured in all marketing ("Picnic on Telegraph, Presented by Your Company")
- Company name/logo prominently featured on Temescal BID website
- Company name and logo featured as a Presenting sponsor on Facebook and Instagram posts
- Prominently featured in all event eNews articles as the Presenting Sponsor
- Opportunity to display a Company/organization banner at the Plaza, for the entirety of Wellness Week
- Opportunity for Main Activity Area (up to 20 x 20 area) at the event to showcase your company

