

RDA Member Opportunities



rockridge
OUT & ABOUT
 Celebrating Life on College Avenue
SUNDAY, SEPTEMBER 27, 2009

Rockridge Merchant Marketplace – RDA members are encouraged to participate in the festival by having a booth space in one of the *Featured Festival Areas*. If your store is within the boundaries of the festival, and you would prefer to have your booth space in front of your store we will do our best to accommodate your request. As a stand alone booth you will be part of the *Rockridge Merchant Marketplace*.

Rockridge Marketplace Concession Package	\$200	<i>Includes tent, table, and 2 chairs</i>
Rockridge Marketplace Concession	\$125	<i>10x10 space only</i>



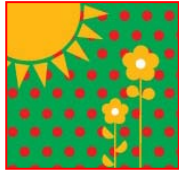
Artisan Alley Area- Highlighting local artists and their wares. RDA members are encouraged to invite their vendors and crafty friends to have a booth at the festival. Arts and crafts vendors will be make up Artisan Alley.

Artisan Alley Concession Fee Artisans must complete the Exhibitor Application	\$175	<i>Includes one (1) uncovered 10x10 concession space, does NOT include table or chairs</i>
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Rockridge Home & Garden - A new addition to Rockridge, the Home & Garden Area will transform College Avenue into an exhibit hall featuring the unique furniture, antiques, plants, home décor and more.

Home & Garden Participation Fee	\$200	<i>Participation fee includes one (1) 10x10 concession space under large tent, table, chairs, listing on Home & Garden web page, signage on the day of the event</i>
Home & Garden Area Sponsor	\$5,000	<i>Company banner at entrance to Home & Garden Area, preferred booth placement, logo on festival poster, logo, listing and link on festival website</i>
Home & Garden Media Sponsor	In kind	<i>Title of presenting Area Sponsor, banner and space, preferred booth placement, logo on festival poster, logo, listing and link on festival website</i>



Green Living Expo - Green exhibitors are businesses and non-profits whose products and services cover a range of market sectors and sub-sectors, such as: Green building supplies, socially responsible investing and "green stocks", eco-tourism and more. Brand your company as a leader in the "green" movement by sponsoring the *Green Living Expo*.

Green Living Expo Participation Fee	\$200	<i>Participation fee includes one (1) 10x10 concession space under large tent, table, chairs, listing in Green Living Guide on festival website, signage on the day of the event</i>
Green Non-Profit Participation Fee <i>**for organizations that bring their own equipment (tent, table chairs)</i>	\$150	<i>Includes one (1) 10x10 space only</i>
Green Expo Sponsor	\$5,000	<i>Company banner at entrance to the Green Living Expo Area, preferred booth placement, logo on festival poster, logo, listing and link on festival website</i>
Green Transportation Sponsor	\$5,000	<i>Company banner at entrance to the Green Living Expo Area, preferred booth placement, logo on festival poster, logo, listing and link on festival website</i>
Green Media Sponsor	In-kind	<i>Title of presenting Area Sponsor, banner and space, preferred booth placement, logo on festival poster, logo, listing and link on festival website</i>



Wellness Tent - The Wellness Tent will include a wide variety of inspiring and fun exhibitors featuring bodywork, nutritionist, yoga, acupuncture, chiropractic, and other progressive health industry partners. Rockridge is flush with businesses and people who want to help you reach your own personal wellness.

Wellness Tent Participation Fee	\$200	<i>Participation fee includes one (1) 10x10 concession space under large tent, table, chairs, listing on Wellness page on festival website, day of the event signage</i>
Wellness Concession <i>for vendors with their own 10x10 canopy or tent</i>	\$175	<i>Uncovered 10x10 concession space located right outside of the Wellness Tent, does NOT include table or chairs (will be available for a fee if reserved ahead)</i>
Wellness Area Sponsor	\$10,000	<i>Company banner at entrance to Wellness Tent Area, preferred booth placement, logo on festival poster, logo, listing and link on festival website</i>
Wellness Media Sponsor	In-kind	<i>Title of presenting Area Sponsor, banner and space, preferred booth placement, logo on festival poster, logo, listing and link on festival website</i>



Rockridge Runway - The *Rockridge Runway* is an à la carte fashion show highlighting the local clothing boutiques, accessory and shoe shops, children's clothing stores, salons, and spas. Rockridge boutiques and salons are invited to have a booth at the festival next to the *Rockridge Runway*.

Rockridge Runway Participation Fee	\$250	<i>Participation fee pays for advertising, sound system, tenting, audience chairs, runway, photographer, marketing and coordination of the Runway Shows.</i>
Rockridge Runway Concession	\$150	<i>Includes tent, table, and 2 chairs</i>
Rockridge Runway Sponsorships <i>**Participation fee will be waived when you secure a sponsor for the Runway. Free booth with sponsorships of \$1000 or more</i>	\$1,000	<i>Includes listing and link on Runway page of the festival website</i>
	\$2,500	<i>Includes name and logo on Runway banner and on festival poster and logo listing and link on Runway page of the festival website</i>
Festival Area Sponsor	\$5,000	<i>Company banner will be hung on the Rockridge Runway, product placement and distribution Your logo will be included on the festival poster</i>
Runway Media Sponsor	In-kind	<i>Title of presenting Area Sponsor, banner and space, preferred booth placement, logo on festival poster, logo, listing and link on festival website</i>



Out & About Art Gallery - This is the festival's shared, collective area featuring the work of local fine artists. Exhibit may include live painting, Rockridge themed art exhibit, sculpture garden.

Out & About Gallery Concession Package	\$200	<i>Includes one covered 10 x 10 space, table, and 2 chairs in Gallery Area</i>
Tot's Town Concession only	\$125	<i>Includes one (1) 10x10 space (does not include tent, table and chairs</i>
Festival Area Sponsor	\$5,000	<i>Company banner will be hung on the Out & About Gallery banner, product placement and distribution, logo included on festival poster</i>



Kid's Court - Located at the Rockridge BART station, activities for kids of all ages will include giant bounce houses, train rides, interactive games, face painting & vendors geared towards families and children. Thousands of Rockridge families will spend time in Tot's Town. Children's related businesses are welcome to be placed in Tot's Town.

Kid's Court Concession Package	\$200	<i>Includes 10 x 10 tent, table, and 2 chairs</i>
Kid's Court Concession only	\$125	<i>Includes one (1) 10x10 space (does not include tent, table and chairs</i>
Kid's Court Area Sponsor	\$5,000	<i>Title of presenting Area Sponsor, banner and banner and preferred booth placement, logo on festival poster, logo, listing and link on festival website.</i>

RDA CONCESSION APPLICATION – Out & About 2009

Business Name: _____

Business Address: _____

Main Contact: _____

Phone: _____ Fax: _____

Email _____

Website: _____

Mailing Address: _____

Please select the Festival Area you would like to be included in:

- Merchant Marketplace Booth Location:** _____
- Green Living Expo**
- Wellness Tent**
- Rockridge Runway**
- Home & Garden**
- Kid's Court**
- Out & About Gallery**

Items to be sold/promoted: _____

Extra amenities required:

Electricity: _____

Tables: How many? _____

Chairs: How many? _____

Company logo on marketing materials? _____

Make checks payable to: **Rockridge District Association**

Amt Enclosed: \$ _____

Applications must be received by July 31, 2009.

Remit to: Oakland Events, LLC 6114 La Salle Ave Suite 805 Oakland, CA 94611