



REDWOOD CITY EVENTS



Downtown Redwood City
RedwoodCityEvents.com

Redwood City Events Through the Years

A community of just over 76,000 people, a center of high-tech industry, and the mid-point of the beautiful San Francisco Peninsula, Redwood City is known for its great climate and profound sense of community. Redwood City is devoted to preserving rich history, maintaining today's quality of life and carefully planning its future.

In the fall of 2006, Redwood City unveiled a 6 city block downtown that included wider sidewalks, Courthouse Square (public gathering space) set adjacent to a renovated Historical Museum, and a user friendly approach to entertainment! Redwood City is positioning itself to become the "Arts and Entertainment Destination of the Peninsula".

In 2007, Redwood City unveiled 49 days of events as a way to activate the Revitalized Downtown. The highlight of the offerings was a 19 week Friday night concert series. As a result of these events 42,000 people visited Downtown.

In 2008, Redwood City expanded its offerings and added Stage performances, Cultural events and Family activities. Attendance increased to 80,000 people over the 74 event offerings.

In 2009, Redwood City again expanded and added more Cultural programming and a monthly Swing Dancing event. Total events increased to 93 days of programming and 123,000 attendees.

2010 brought an adjustment to the event schedule. Continuing events continued to grow and total attendees increased to 124,000 people over 84 days of programming.

2011 brought the biggest addition to the events schedule with the inclusion of a Synthetic Skating Rink on Courthouse Square through the Holidays. Total number of event days increased to 150, with over 165,000 people attending Downtown events.

2012 was an amazing year with overall attendance increasing to 178,000 people attending events!

2013 brought some unique events (Giants World Series Trophy Tour) and the first major change in event offerings. In light of some large scale construction projects kicking off, recurring events were tailored back and a focus was put on programming weekends. The Classical on the Square series was expanded to 5 dates and an addition of a Childrens Concert series brought events for all ages.

2014 & 2015 will see a continued focus on balancing event offerings with Downtown Construction Projects. Currently, 3 entire City blocks are under development all just 1-2 blocks in various directions from Courthouse Square.

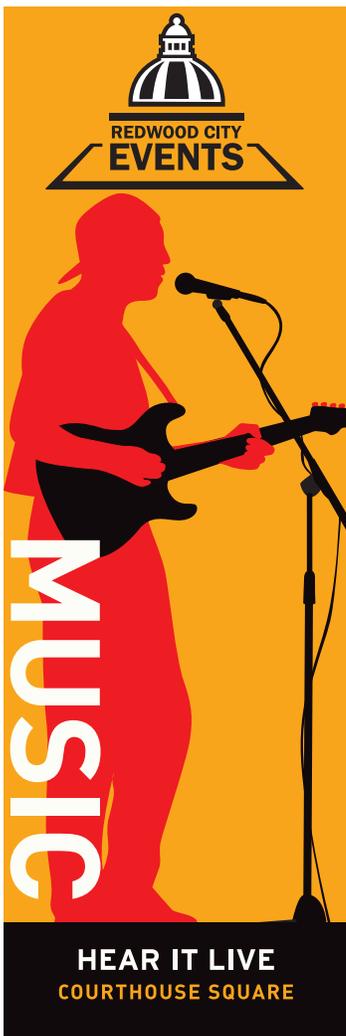
On the following pages you'll find a detailed list of the proposed 2015 programming.

Music on the Square

June 5 - August 28

Fridays 6-8pm

Average Attendance - 4,100



The concert series offers a unique sponsorship opportunity that allows businesses to give back to the community while creating a positive image and valuable exposure. Below are a sample of the various sponsorship opportunities.

Presenting Sponsor - \$30,000

The name of the sponsor will be added to the name of the concert series.

Ex: Music on the Square, Presented by Facebook

Category Sponsor - \$10,000

Exclusive Category Sponsorship

Ex: San Mateo Credit Union as our exclusive financial institution.

Supporting Sponsor - \$5,000

Sponsor is a supporter of the Music Series.

Ex: Recognized by MC and on LED displays each week.

Below is our inventory of sponsorship benefits. We are happy to work with you to customize a package that meets your company's needs.

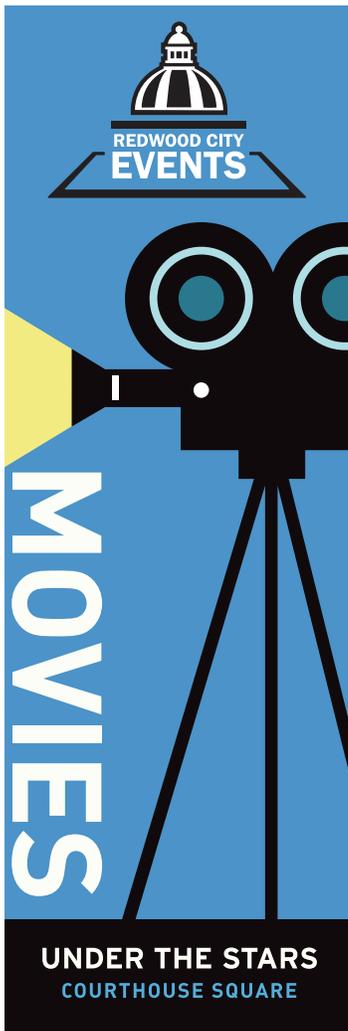
- Logo on substantial Media Advertising
- Logo on Street Promotional Literature
- Stage Recognition or Promotional Announcements
- Event Signage on Stage
- Event Signage on Sound Booth
- Website Signage
- On-Site Promotional Space
- On-Site Distribution
- Email Campaigns

Movies on the Square

June 4 - September 17

Thursdays Sundown

Average Attendance - 1,000



Redwood City hosts one of the most exciting outdoor movie series in the State. We are one of a few in the state projecting in high definition blu-ray, and the only group known to have 5.1 surround sound. A true movie theater experience outdoors under the stars!

The movie series is a unique opportunity to reach out to potential clients. Graphic ads are run on the screen prior to the start of the movie and can be changed regularly to suit your current needs. An example of sponsorship opportunities are listed below-

Presenting Sponsor - \$10,000

The name of the sponsor will be added to the name of the movie series.

Ex: Movies on the Square, Presented by Astound Cable

Category Sponsor - \$5,000

Exclusive Category Sponsorship

Supporting Sponsor - \$1,000+

Sponsor is a supporter of the Movie Series.

Other opportunities for onsite promotions are also available. We'll work with you for your specific needs.

Classical on the Square

Various Dates/Times

Average Attendance - 800

The Classical in the Square encompasses all of instrumental or opera performances. In 2014 we had 2 instrumental performances and 2 opera performances. Stay tuned for dates for 2015.

The Redwood Symphony will be performing June 20, 2015.

Opera San Jose will be performing July 12 @ 6pm

Bayshore Lyric Opera will perform September 13 @ 5pm

Various sponsorship opportunities available. Let us know what your needs are.



Shakespeare in the Park

August 8-23, 2015

Saturdays 7:30pm, Sundays 4pm

Average Attendance - 500

Shakespeare in the Park takes place on the beautifully wooded grounds of Sequoia High School. The performances are done on Saturdays and Sundays over 3 consecutive weekends. The performance for this year is *Romeo & Juliet*.

Various sponsorship opportunities available. Let us know what your needs are.

SALSA FESTIVAL

REDWOOD CITY SALSA FESTIVAL

September 26, 2015 12-8:00pm

MUSIC

SALSA STAGE
LATIN ROCK STAGE
LATIN JAZZ STAGE
CHILDRENS ENTERTAINMENT STAGE

FOOD

SALSA COOK OFF
(TASTING COMPETITION)
SPICY FOOD VENDORS

DANCE

MULTIPLE MUSIC STAGES
PLUS!
DJ AREA WITH SALSA LESSONS

SALSA FESTIVAL SPONSORSHIP OPPORTUNITIES

22,000 ATTENDEES IN 2014, 11 CITY BLOCKS

PRESENTING SPONSOR

MAIN STAGE SIGNAGE AND PRESENCE ON ADDITIONAL AREAS

CATEGORY EXCLUSIVE

EXCLUSIVE CATEGORY AND CHOICE OF STAGES

SALSA TASTING AREA

MAIN SIGNAGE ON TASTING AREA SIGNAGE

LATIN ROCK STAGE 1-7PM

MAIN SIGNAGE ON LATIN ROCK STAGE

LATIN JAZZ STAGE 12-5PM

MAIN SIGNAGE ON LATIN JAZZ STAGE

FAMILY AREA

SIGNAGE OVER ENTRANCE TO KIDS AREA AND STAGE

SUPPORTING

BRAND PRESENCE ON STAGE SPONSOR BANNERS

ZOPPÉ

An Italian Family Circus

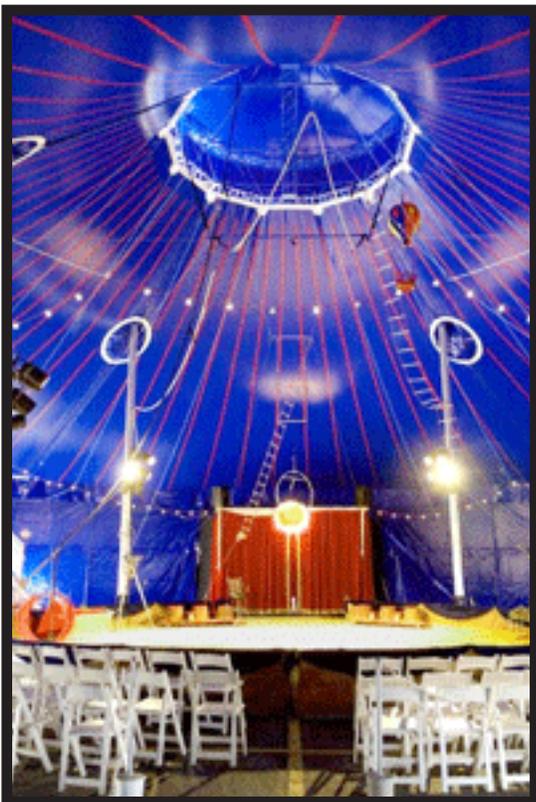
October 9 - 25, 2015

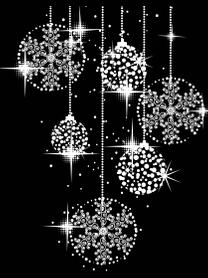
The Zoppe Family Circus will be performing for 3 weeks in Redwood City this year! Some weekday shows are available for purchase for private parties. The tent seats 500 and additional space is available for a reception area.

About the Show:

The Zoppé Family Circus welcomes guests into the intimate tent for a one-ring circus that honors the best history of the Old-World Italian tradition. Starring Nino the clown, and featuring his son Julien, the circus is propelled by a central story (as opposed to individual acts) that feature acrobatic feats, equestrian showmanship, canine capers, clowning and plenty of audience participation.

The Zoppe Family Circus has become one of Redwood City's most treasured events each year. Come see why attendees keep coming back... and usually multiple times in the same run!





Silicon Valley Ball

DECEMBER 12, 2015

HOST YOUR HOLIDAY PARTY WITH US

Looking for an Extraordinary Holiday Party? Reserve one of our VIP Packages at the 2015 Silicon Valley Ball. Packages include a private space for your guests from 5-7:30pm, then access to the rest of the Silicon Valley Ball till Midnight.

Multiple musical acts throughout Club Fox, the Fox Theater and Courthouse Square, Roaring Casino in side the Historic Courthouse, and top level headlining act in the Fox Theater are all part of your experience.

Want your Holiday Party to be special? Book now!

Inquire today, limited VIP packages available.





July 4, 2015 12:30-4:30pm

Independence Day -

2 Areas for Sponsorship

Fireworks - 7-10pm

Become a sponsor of the Fireworks show! Fireworks show additionally includes a concert. Event held at the Port of Redwood City.

Courthouse Square Music Stage 12-4pm

After the 4th of July Parade, live music begins at Courthouse Square and Festival area.

Attendance of over 30,000 through Downtown Redwood City on the 4th of July.



May 9, 2015 11:00-1:00pm

Pre- Mothers Day Concert

An event for Mothers and children! Crafts, childrens music performers, and fun!

Attendance of over 1,000 at the 2014 event.



September 16, 2015 4:00-8:00pm

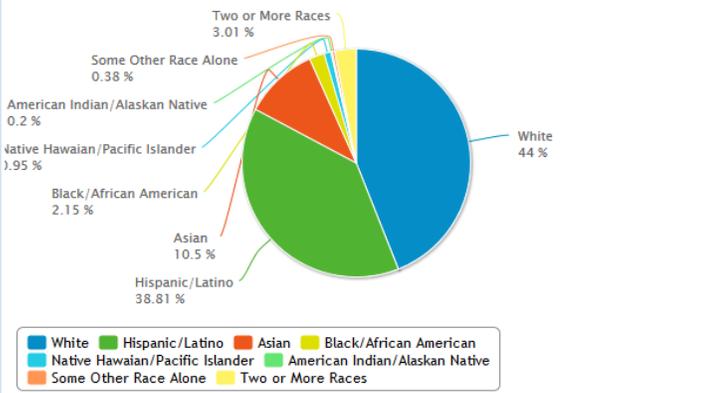
Fiestas Patrias

A celebration of Mexico and other Central American Countries Independence Day. Dancers, Live music, Flag Ceremony, kids crafts...

Attendance of over 4,000 at the 2014 event.

Redwood City Demographics

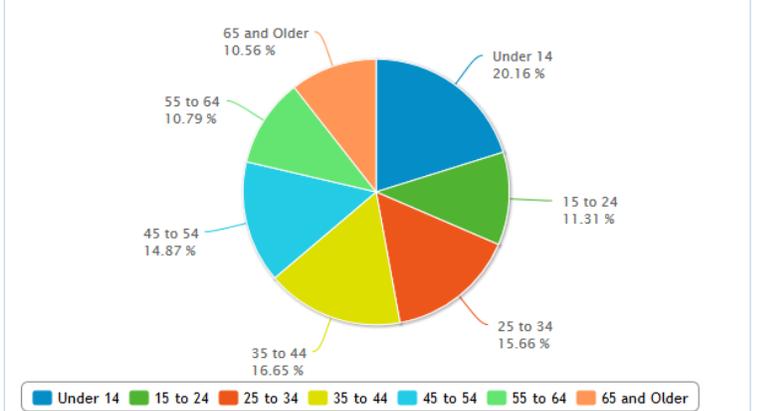
Population by Race¹



White	33,801	44.0%
Hispanic/Latino	29,810	38.8%
Asian	8,063	10.5%
Black/African American	1,655	2.2%
Native Hawaiian/Pacific Islander	732	1.0%
American Indian/Alaskan Native	152	0.2%
Two or More Races	2,311	3.0%
Some Other Race Alone	291	0.4%
Total:	76,815	100%

1. Source: 2010 US Census

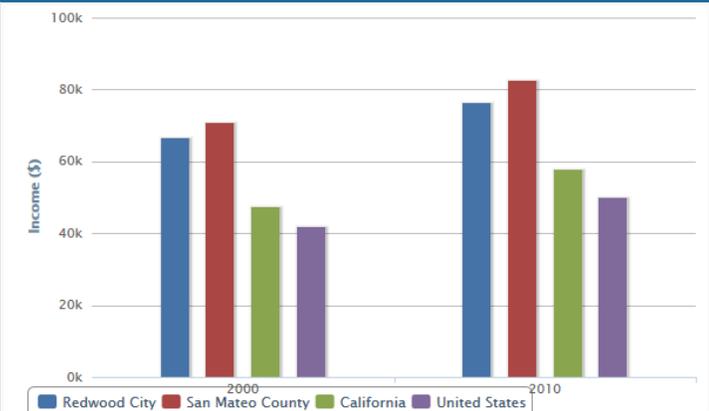
Age of Redwood City's Population¹



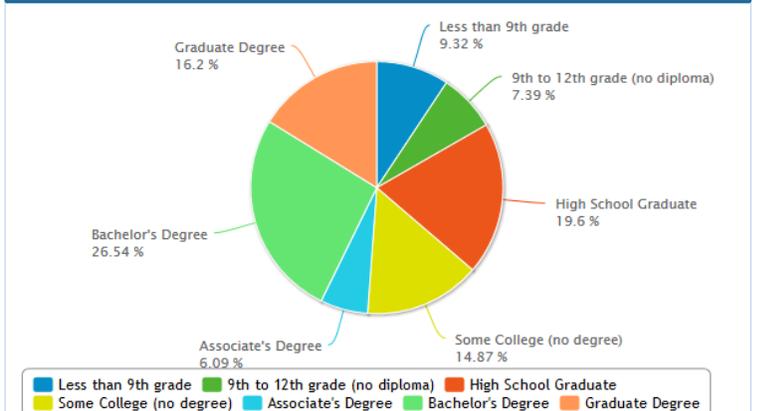
Under 14	15,488	20.2%
15 to 24	8,686	11.3%
25 to 34	12,032	15.7%
35 to 44	12,787	16.7%
45 to 54	11,419	14.9%
55 to 64	8,291	10.8%
65 and older	8,112	10.6%
Total:	76,815	100%

1. Source: 2010 US Census

Median Household Income by Area(2000-2010)¹



Educational Attainment (25 years and older)¹



Sponsorship Inventory

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- Logo on substantial Media Advertising
- Logo on Street Promotional Literature
- Stage Recognition or Promotional Announcements
- Event Signage on Stage
- Event Signage on Sound Booth
- Website Signage
- Category Exclusivity
- On-Site Promotional Space
- Media Exposure
- On-Site Distribution
- Email Campaigns

For more information on sponsorships or other opportunities, please contact:

Special Events

Lucas Wilder : 650.780.7340 : lwilder@redwoodcity.org

