

DR. ERASMUS P. KITTY'S
**GREAT
 WEST END
 & RAILROAD SQUARE**
**HAND-CAR
 REGATTA**
**& EXPOSITION
 of MECHANICAL and ARTISTIC
 WONDERS**



THE 3rd ANNUAL GREAT WEST END & RAILROAD SQUARE
HAND-CAR REGATTA & EXPOSITION
 ~ SUNDAY, SEPTEMBER 26, 2010 ~
 11AM to 6PM - RACES at Noon

**SPONSOR
 information**

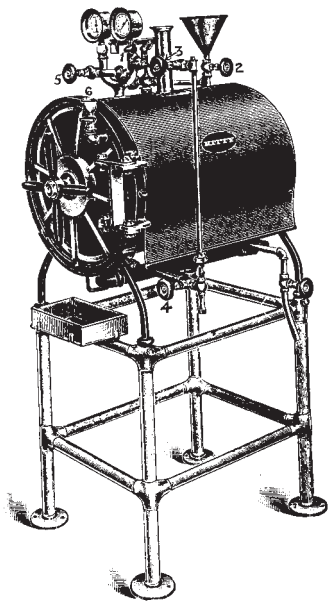
AN EDIFYING OVERVIEW

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FROM THE OFFICE OF
 E. P. KITTY dc. ENG, DDS



WHO:

The Great West End & Railroad Square Handcar Regatta and Exposition of Mechanical and Artistic Wonders is proudly presented by the crew of the Regatta Arts, LLC, with assistance from the Arts District ... Downtown Santa Rosa.

The light bulb for the Handcar Regatta grew out of conversation between Spring Maxfield and Ty Jones, over a cup of coffee at the Flying Goat in Historic Railroad Square. Both desired to create an art event that had *the experience of art* as the core element—going beyond the traditional, observer-object interaction of a traditional arts festival. Drawing on Spring's experiences at Burning Man and as an artist and curator, and Ty's years of event production and design, the Handcar Regatta was born.

WHAT:

Now in its third year, The Handcar Regatta has received *North Bay Bohemian's* 2010 awards for **Best Sonoma County Festival** and **Best Outdoor Art Event**. Handcar Regatta blends art and science into one gigantic experience of moving parts, sounds and people. It supports art as an experience by taking art out of the gallery, into a public space and incorporating science, math and human ingenuity. This family-friendly event offers up an easily accessible, all-inclusive, creative experience for both sides of the brain. Handcar Regatta is a free, all-day event that includes live music, public art, kinetic sculpture and local food and drink.

WHERE:

The Handcar Regatta takes place on the railroad tracks and around Depot Park on Wilson Street between Third and Fifth streets in Santa Rosa's West End neighborhood and Historic Railroad Square.

The West End and Railroad Square districts were once the hub of rail activity in Sonoma County and are currently beginning a metamorphosis into a high density, mixed use neighborhood. History meets contemporary in architecture, dining and shopping in this unique area where 19th century structures share the leafy streets with sculpture, coffee houses and modern live/work developments.

WHEN:

Sunday, September 26, 2010 ~ 11 am to 6pm. Races at Noon.

WHY:

Regatta Arts, LLC, the official event producer, grew out of the creation of the Handcar Regatta itself. Looking to build on the great amount of enthusiasm we had in the planning process, Regatta Arts, LLC is an idea farm that will turn the Handcar Regatta into a major, yearly fundraiser for Regatta Arts, LLC, as well as an additional art organization to be chosen annually.

EVENT PROMOTION

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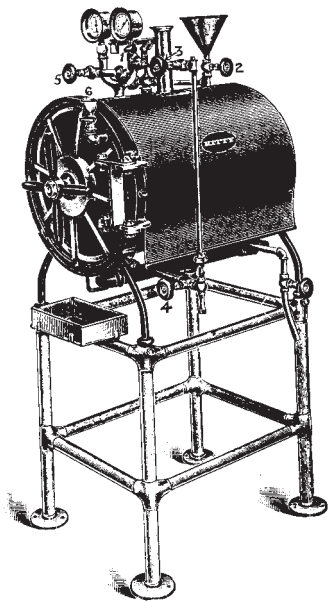
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PROMOTION/MARKETING

- The Handcar Regatta is being widely marketed throughout Northern California, Oregon, Washington and Nevada. Publicity and promotion will consist of campaigns of print, radio and online, as well as posters, postcards and fliers distributed throughout Sonoma County and the Bay Area.

THE WEB

- The official website is located at www.handcarregatta.com and will be promoted in all materials related to the Handcar Regatta. The Handcar Regatta also has a myspace account at www.myspace.com/handcarregatta and a tribe account at people.tribe.net/erasmuspkitty

RADIO

- The Handcar Regatta will be advertised with a local radio station.

PRINT

- We will be partnering with *The North Bay Bohemian* to help promote and advertise the Handcar Regatta.

POSTERS

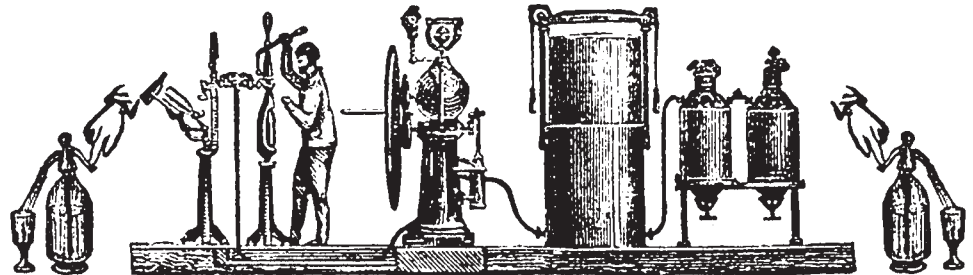
- 500 posters will be distributed to high traffic areas throughout Sonoma County and the Bay Area.

POSTCARDS

- 25,000 postcards will be mailed out to participating artists and distributed around Sonoma County and the Bay Area.

FLIERS

- 10,000 fliers will be distributed throughout Sonoma County, the Bay Area, the Maker Faire, Burning Man and other appropriate venues.



SPONSOR BENEFITS

Here are just a few ways that you and your company will benefit as a sponsor of *The Great West End & Railroad Square Handcar Regatta & Exposition of Mechanical and Artistic Wonders*.

HELP YOUR BUSINESS . . .

Have access to a diverse demographic:

This is an exceptional opportunity to reach a large audience.

Expose attendees to repeated impressions:

Your company name and/or logo will appear on the event posters and on all promotional materials, including the official Regatta website.

A unique opportunity to engage with people:

Event attendees are a captive, receptive audience that has time to look, listen and hear about your products and/or services.

Develop new business contacts:

The Regatta provides you with a unique networking opportunity to connect with the community in a fun and entertaining environment.

Demonstrate, sample or test market your product:

Receive instant responses about your products and/or services from attendees.

Show your company's commitment to the arts and local community:

The Handcar Regatta offers a great way for you to show your commitment to the residents of Sonoma County.

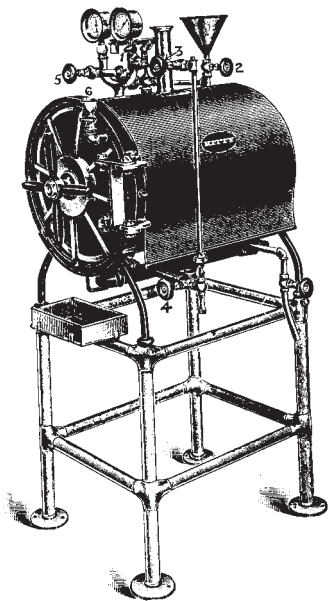
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 WONDERFUL and COMPLETELY SCIENTIFIC CHART of
PARTICIPATORY OPPORTUNITIES

The Great West End and Railroad Square Handcar Regatta is a unique sponsorship opportunity. Why create *mere curiosity* in the printed media, when you can meet your public face to face, thus igniting a *burning enthusiasm* for your goods and services? These inspired minions shall burst forth from the festivities to spread the word about your products, be they widgets or waffle-irons, xylophones or zeppelins, they shall be known far and wide! From naming rights to a web listing, there is a sponsorship level for *your* business . . .

SPONSORSHIP LEVELS:	KITTIUM \$25,000+	PLATINUM \$10,000+	GOLD \$5,000+	SILVER \$2,500+	BRONZE \$1,000+
VISIBILITY OF LOGO					
Regatta Print Advertisements	Logo	Listing			
Official Poster	Logo	Logo	Listing	Listing	
Mini-Poster	Logo	Logo	Listing	Listing	
Press Release Acknowledgement	Logo	Listing			
Sponsor Press Release	Logo	Logo	Listing	Listing	
On-Site Signage*	Yes	Yes	Yes		
On-Site Recognition-Sponsor Thanks	Logo	Logo	Logo	Listing	Listing
Postcard	Logo	Logo	Listing		
Club Cards	Logo				
Regatta T-Shirt	Logo				
Website Homepage	Logo/Link				
Website Sponsor Page	Logo/Link	Logo/Link	Logo/Link	Listing	Listing
SAMPLING					
Placement of items in VIP gift bags	Yes	Yes	Yes		
Distribution of promotional items*	Yes	Yes			
TICKETS/PASSES					
Robber Baron Passes	25	10	5	2	
VENUES TO SPONSOR					
Robber Baron VIP Tent	★				
Wine Saloon	SOLD OUT				
Beer Garden	SOLD OUT				
Information Tent	★	★			
PROGRAMS TO SPONSOR					
The Sciences	★	★			
The Arts	★	★			
Children's Activities	★	★	★		
Sculpture Garden	★	★	★	★	
Side Shows	★	★	★	★	★

*Oh the asterisk, there's always an asterisk! This dark little star usually means that the horseless carriage you will purchase for a given price is missing some key component, say an engine or upholstery. This is certainly *not* the case with our asterisk! It is merely to provide you with a fuller explanation of our event signage policy and promotional policies. All signage must be in the madcap spirit of the golden age of the broadside. Hyperbole and hoopla are welcome, but a firm familiarity with Victorian advertising must be demonstrated. Should you meet these requirements your signs will be welcome. Should this cause you apprehension, we will be happy to incorporate your proud trade mark into a sign that will make both our enterprises glow with entrepreneurial pride. As for promotional items, they too must be in the spirit of the event. Call for details!

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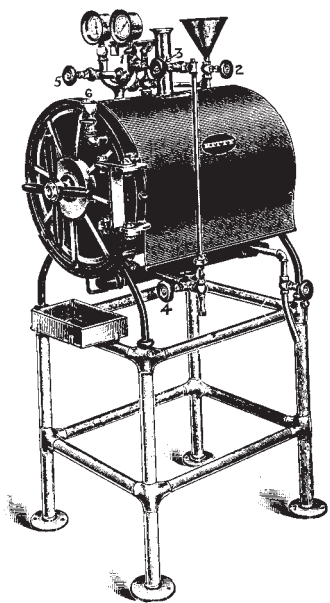
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• **KITTUM** •

Sponsors at this level have the highest visibility at the event and are prominently recognized in all print and web media. Event signage and logo placement are guaranteed at this level. You may also reach VIP patrons directly by arranging custom participation in our VIP area. This level includes 25 of our Robber Baron VIP passes.

• **PLATINUM** •

Platinum sponsors will be offered the next highest level of visibility and exposure to thousands of event attendees. Onsite signage and logo placement are assured at this level. Sponsor has the option to place items or promotional materials into VIP packages. This level also includes 10 of our Robber Baron VIP passes.

THE SCIENCES

Sponsorship of The Science's area is an option for those at the \$10,000 level and above. Last year *Make Magazine* was part of our sciences area. This is the perfect opportunity for local tech companies looking to support the arts, while making their business known.

THE ARTS

Sponsorship of The Art's area is an option for those at the \$10,000 level and above. Businesses can team up with local arts nonprofits or other selected art-related business to create the heart of The Handcar Regatta. Last year's sponsor supported the participation of a number of local nonprofits.

• **GOLD** •

CHILDREN'S AREA

Sponsorship of the Children's area is an option for those at the \$5000 level and above. This is a great opportunity for a business working with or committed to children's causes. Our 2009 event featured the Dr. Solar Stage, the Children's Museum of the North Bay and interactive delights for children of all ages.

• **SILVER** •

SCULPTURE GARDEN

Sponsorship of The Sculpture Garden is an option for those at the \$2500 level and above. This is for the builder at heart. First year attendees will remember the Victorian house on wheels and the Neverwas Haul. And in 2009, we saw artist Brian Tedrick return with Portal of Evolution. This the perfect opportunity for a local construction company or fabricator looking to support the community at large.

• **BRONZE** •

SIDE SHOWS

Sponsorship of the Side Show area is an option for those at the \$2500 level and above. If The Arts area is the heart of The Handcar Regatta, this is its soul. Here you will find stilt walkers, curiosity tents, Victoriana and all other measure to spark the mind.

DEMOGRAPHICS

People from all over the Western United States and the nine counties that make up the San Francisco/Bay Area attend The Great West End & Railroad Square Handcar Regatta & Exposition of Artistic & Mechanical Wonders. This glorious region, which includes the world tech engine and the premier wine-growing region in the country, is a global leader in production of both goods and ideas. If the Bay Area were a country, it would rank 20th in the world—with a population of 6.5 million people within three metropolitan centers - San Francisco, San Jose and Oakland.

The gross regional product exceeds \$200 billion and ranks fifth in the U.S. The region is top ranked nationally for its proportion of scientists, lawyers, computer programmers, musicians, engineers, business consultants, authors, physicians and artists.

Sonoma County—along with Napa County—is the heart of California's wine-growing region. With some 458,614 people, 172,403 households, and 112,406 families, Sonoma County has maintained its rural nature yet is home to some of the world's most progressive businesses.

Santa Rosa, the county seat of Sonoma County, is the largest city between San Francisco and Portland. With a population of 147, 595 people, 56,036 households, and 35,134 families, Santa Rosa plays a central role in the region. With a newly formed arts district, and plans to turn a derelict telephone switching building into a regional arts center, Santa Rosa is committed to economic growth through the arts.

BEYOND YOUR BUSINESS

While growing one's business is a key goal for any company, The Handcar Regatta wishes to promote the idea that building community is another key business goal. By becoming active in the Handcar Regatta, your business shows a commitment to support the local community and the arts. The Handcar Regatta proudly invites you to help us grow our goal of community building by participating in the third annual Handcar Regatta. And, by the way, did we mention that Handcar Regatta received Best Sonoma County Festival and Best Outdoor Art Event by *North Bay Bohemian*? Good publicity doesn't hurt either.

Regatta Arts, LLC
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 Santa Rosa, CA. 95401

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