



Sponsorship Packet

San Rafael Festival of the Arts @ Falkirk Cultural Center

**1408 Mission Avenue, San Rafael, CA. 94901
Saturday, July 26th, 2025 ~ 11 am to 6 pm**



**The San Rafael Festival of the Arts ~ Saturday, July 26th, 2025 ~ 11 am – 6 pm
Falkirk Cultural Center ~ 1408 Mission Avenue, San Rafael, CA. 94901**

Produced by [Bay Area Pop Up Events](http://BayAreaPopUpEvents.com) ~ Steven@BayAreaPopUpEvents.com ~ Ph: 415-269-5288



Overview

WHAT The San Rafael Festival of the Arts, formerly known as The San Rafael Art & Wine Festival, proudly carries a legacy of success set against the breathtaking backdrop of the [Falkirk Cultural Center](#). Since its launch in 2006, this vibrant Festival has become a lively hub where Arts and Culture beautifully intertwine.

Over the years, we have consistently showcased local artisans, featuring exquisite fine arts and crafts, regional wines, craft beers, and gourmet culinary delights.

For the 2025 Festival, we are excited to bring back all the beloved elements that have made this Festival truly special, while also introducing a delightful Street Painting feature on Mission Avenue, on the street, directly in front of Falkirk.

Admission to the Festival is **Free**. If attendees would like to participate in the Wine and Beer tastings, early bird tickets are available for \$25 until May 15th, \$30 from May 16th to July 25th, and \$35 on the Festival day. Each ticket includes a wristband and a stemless tasting glass. Food purchases are separate.

WHERE **The San Rafael Festival of the Arts** will take place at the Falkirk Cultural Center, 1408 Mission, San Rafael, CA 94901. The historic Falkirk Cultural Center is a beautiful 17-room Queen Anne Victorian with rolling lawns gazing toward Mount Tamalpais.

WHEN **Saturday, July 26th, 2025, 11:00 am to 6:00 pm**

BY WHO The Falkirk Cultural Center is a 19th-century country estate listed on the National Historic Register. The Queen Anne Victorian, designed by Clinton Day, was built in 1888 by Ella Nichols Park and purchased by Captain Robert Dollar in 1906. Falkirk is named after Dollar's birthplace in Scotland, and his descendants occupied the house until 1970. The estate was saved from demolition in 1974. Currently, Falkirk is used as a community center for the arts and an elegant site for private and public events.

The San Rafael Festival of the Arts is produced by Steven Restivo and his team at [Bay Area Pop Up Events](#). The company is a long-time provider of Festival production services to chambers of commerce, merchant associations, various city agencies, corporations, non-profit groups, and other Festival industry professionals. The company's founder, Steven Restivo has been involved in the Festival and event world for over 30 years and has contributed to the production of hundreds of public Festivals, events, and large corporate functions.



Festival Highlights

Beautiful Atmosphere



Live Entertainment



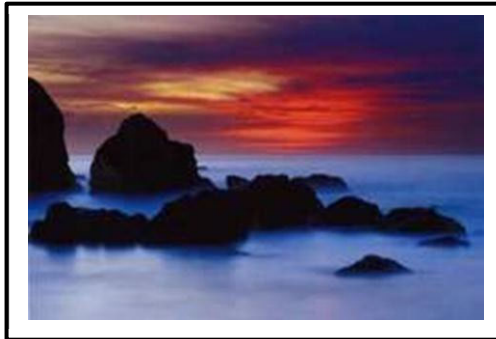
Wine & Beer Tastings



Street Painters



Paintings ~ Sculpture ~ Photography





Audience

COVERAGE/ IMPRESSIONS

These are just a few of the publications, online, radio, and TV stations that have helped promote our Festivals and Events over the years, and whom we are reaching out to again:

- **Print:** The San Francisco Chronicle, Marin Magazine, SF Magazine, 7x7 Magazine, The Marin IJ, Via Magazine, Pacific Sun, SF Examiner, and more.
- **Radio:** KCBS, KNBR, KQED, KDFC, KBLX, KSFO, and more.
- **Online:** The Festival is being promoted on Facebook and Instagram with thousands of fans. It is also being listed on more than 100 Festival and Event listing websites.
- **TV:** We are in contact with several major TV outlets to help promote the Festival, including KTVU, KGO, KRON, and KPIX.
- **Publicity:** Our professional publicist is sending out our press release to thousands of contacts in our media database.

Marin County Demographics per [US Census](#)

Population estimates: July 1, 2024	256,400
Income	
Median household income (in 2023 dollars), 2019-2023	\$142,785
Per capita income in past 12 months (in 2023 dollars), 2019-2023	\$90,408
Housing	
Housing Units, July 1, 2023	112,354
Owner-occupied housing unit rate, 2019-2023	63.90%
Median value of owner-occupied housing units, 2019-2023	\$1,390,000
Computer and Internet Use	
Households with a computer, percent, 2019-2023	97.50%
Households with a broadband Internet subscription, percent, 2019-2023	95.10%
Education	
High school graduate or higher, percent of persons age 25 years+, 2019-2023	92.70%
Bachelor's degree or higher, percent of persons age 25 years+, 2019-2023	60.50%



Festival Promotion & Sponsor Benefits

PROMOTION/MARKETING: *The San Rafael Festival of the Arts* is being promoted, marketed, and advertised across all platforms. Publicity and promotion will consist of PR, ad placements, posters, postcards, and/or fliers distributed throughout the Bay Area before the Festival.

POSTERS/POSTCARDS: A minimum of 500 posters and over 3,000 postcards will be distributed to high-traffic areas in Marin and Sonoma Counties approximately 4 weeks before the Festival

THE WEB: The official Festival website is SanRafaelFestivaloftheArts.com. It will be promoted in all materials related to the Festival. The event will be listed on more than 100 Festival listings websites, nationwide, and we also have a major presence on Facebook and Instagram.

RADIO: We are reaching out to several Bay Area radio stations to help us publicize the Festival and to partner with the event.

PRINT: We are reaching out to several local newspapers to help promote and advertise the Festival.

BENEFITS AS A SPONSOR:

❖ **Have access to one of the most sought-after demographic niches in the country.**
This is an exceptional opportunity to reach the sophisticated Marin County market.

❖ **Reach a large audience with repeated impressions.**
Your company name and/or logo can appear on the Festival's poster, postcards, and in all promotional materials, including the official Festival website.

❖ **A unique opportunity to engage with people.**
Festival 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 Festival 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 Festival offers a great way for you to show your commitment to the residents of Marin.

❖ **Help promote community outreach.**
The Festival provides a unique opportunity for the community of the San Francisco Bay Area to come together. The community has a long tradition of supporting its Festivals & Events.

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Sponsor Levels

**Have special space requirements? Questions about the different levels?
Please give us a call or email, and we can personalize your participation level.**

TITLE/PRESENTING SPONSOR \$10,000:

- Everything listed on this level and below PLUS*
- Category exclusivity for 2025
- Right of first refusal for the 2026 Festival
- Company name and logo incorporated into Festival name for all advertising and promotional purposes, including all print advertising, posters/postcards, and website
- 4-Large banners placed around the Festival site, including the Main Stage (sponsor to provide)
- 1- 10 x 20 space and booth at the Festival with tables and chairs
- 25 Tasting Tickets

MAJOR SPONSOR \$5,000:

- Everything listed on this level and below PLUS*
- Company logo **prominently** displayed in all print advertising, posters/postcards and website
- 2-Large banners placed around the Festival site (sponsor to provide)
- 1- 10 x 10 space and booth at the Festival with tables and chairs
- 15 Tasting Tickets

PARTICIPATING SPONSOR \$3,000:

- Everything listed on this level and below PLUS*
- Logo displayed in all print advertising and on the website
- Company logo displayed on 500 posters
- Company logo displayed on 3,000 postcards
- 1- 10 x 10 space at the Festival
- 10 Tasting Tickets

CONTRIBUTING SPONSOR \$1,500:

- Logo and link displayed on the website
- Company name mentioned in all publicity for Festival
- Company name listed in Official Festival Program* (if applicable)
- 4 Tasting Tickets