

# HSMA

## hope street merchants association

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### Thank you for your interest in the Hope Street Merchants Association

#### This Package Contains

- Information on the HSMA
- Annual Sponsorship Packages
- Event Specific Sponsorship Packages
- Vendor Application

#### who are we?

The Hope Street Merchants Association is comprised of 30+ local businesses and non-profits located on and around Hope Street on Providence's East Side.

#### our mission

To provide useful and important information to businesses, to create opportunities for members to better market their products and services, to organize community friendly street festivals and other events, and to beautify the neighborhood.

#### we host great events

The HSMA currently organizes 3 events per year: The Spring Block Party, Cyclovia, and the Hope Street Holiday Stroll. Over the past 5 years, the HSMA has grown the event programming to attract thousands of attendees and features a wide variety of community programming. The events are sponsored by the Providence Arts, Culture, and Tourism Council and are attended by the mayor and other high level officials from the city.

#### we work hard to make our community better

The HSMA relies on member dues, fund raising, and sponsorship to support our mission.

Over the past six years, the HSMA has managed four large public, permanent arts installations on the street from artist Donald Gerola. Additionally, the HSMA has managed the addition of a new custom bus stop, benches, bike racks, tree guards, and trash cans from The Steel Yard.





### Annual Sponsorship Packages

Show your support of Hope Street and the Summit neighborhood by purchasing one of three packages. Money generated from these sponsorships will be used in the general fund for the event.

#### Friends of Hope Street \$25 Annual Membership

- Receive a friends of Hope Street sticker so you can show the world that you support Hope Street!
- Be among the first to know about upcoming events, festivals, and fund raisers.
- Have the great feeling that comes with knowing you are making your community a better place to live, work, eat, shop, and play.

#### Member of the HSMA \$300 Annual Membership\*

Have a business, non-profit, or own a building in the Hope Street area? You can join our Merchants Association.

- Invited to participate in monthly HSMA meetings.
- Able to participate in the street events at no additional charge.
- Landing Page at HopeStreetProv.com (additional fees may apply).
- Ability to market through HSMA social media.
- Network with your neighbors to help make your business and Hope Street the best that it can be.

\*Payment and/or trade options available. Please inquire for details.

#### Community Supporter \$500 Annual Membership

Do you believe in Hope Street? Then help us continue street beautification, public art, and festivals by becoming a community supporter.

- Landing Page on HopeStreetProv.com (in community supporter section)
- Ability to market through HSMA social media
- Friends of Hope Street sticker so you can show the world that you support Hope Street!
- Participate in all 3 festivals each year in a 10 x 10 tent space (or mutually agreed upon similar size)

#### Community Hero \$1000 Annual Membership

Community heroes are needed to help us take on larger tasks that require extra funding.

- Invited to participate in annual HSMA shareholder meeting
- Landing Page on HopeStreetProv.com (in community hero section)
- Ability to market through HSMA social media
- Friends of Hope Street Sticker
- Annual Hope Street Event T-shirt
- Name & Logo in the Holiday Gift Guide
- Ability to advertise in the Hope Street Holiday Gift Guide

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## Participate in HSMA Events!

The HSMA hosts three events per year and we attract a large and diverse crowd. We offer many opportunities for you to expose your non-profit or business to thousands of residents in our neighborhood (and beyond).

### Annual Spring Block Party

The Hope Street Spring Block Party is an annual festival we host here in our neighborhood that showcases the spirit of Providence's arts and culture community. While highlighting a fun and family friendly neighborhood, the Block Party is a celebration of Spring that also gives the business district and all of its locally owned signature businesses a substantial boost. **Estimated attendance for the Spring Block Party is 3,500.**

An important aspect of the Spring Block Party is the community's support for Festival Ballet Providence. Five different local breweries participate in a beer garden where funds raised are used to support both Festival Ballet and the HSMA.

Perhaps the most celebrated feature of the Spring Block Party is the main stage with our **rich local music** on display. This year's musical acts are Ravi Shavi, Jay Berndt and the Orphans, Huge Face and Uke Springsteen. We will also be hosting the roving theatrics of one of Rhode Island's finest marching bands in the Extraordinary Rendition Band. The goal is to demonstrate and revel in Providence's substantial musical tradition.



We'll also be **engaging kids and families** with Big Nazo performers, the YMCA's pop up playground, interactive activities from the Providence Children's Museum, **horse drawn hay rides**, and a fleet of **food trucks**.

With the help of our media sponsors at East Side Monthly and Providence Monthly magazines, we will be garnering considerable exposure for the Hope Street Spring Block Party. We will be printing **hundreds of posters** to be hung around Providence and **thousands of postcards** to be distributed and mailed to merchant contact lists. Also planned is an aggressive push on all **social media** fronts and all merchant e-mail contact lists.

We are certain that with all of our efforts, the Hope Street Spring Block Party will continue to delight thousands of Providence's visitors and residents alike.

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### Cyclovia

Cyclovia is an **international phenomenon** that reportedly began in Bogota, Columbia and has spread to cities across the globe. Cyclovia Providence is a car-free series of events that opens Providence streets for people of all ages to walk, run, skate, bike, exercise, and socialize. The event focuses on **healthy eating and active lifestyle** and includes bike workshops, helmet fittings, zumba classes, yoga, street vendors and more.

The Hope Street Cyclovia event closes Hope Street from Rochambeau Avenue to Lippett Park. Along the half mile stretch, **stages, vendors, and activities** keep the attendees engaged and active.

In 2013, Cyclovia Hope Street drew an estimated **3,000 attendees** and we hope to grow that number in 2014.



### Hope Street Holiday Stroll

The 2014 Hope Street Holiday Stroll is an event that keys into the **warmth and nostalgia of small town holiday festivals**, but with the spirit and culture of Rhode Island's creative capital. While the stroll is an event with an existing tradition, this year we are elevating it to a higher level both in terms of programming and attendance. Our goal will be to double the number of patrons while showcasing a fun and family friendly neighborhood. **Estimated attendance for the Hope Street Holiday Stroll is 3,000.**

In the past, the Holiday Stroll has featured performances by "A Different Spin", a unique troupe of **fire acrobats and fire jugglers**. Additionally, Hope Street's own world-class ballet company, Festival Ballet Providence and their Nutcracker dancers play an active roll in photo opportunities and interacting with the patrons. Many **food trucks** and many **children's craft activities**, including cookie decorating, gingerbread house design and ornament construction have also been on tap. Santa Claus is a must, and we shuttle him in from the North Pole for instant photo sittings with attending children each year.

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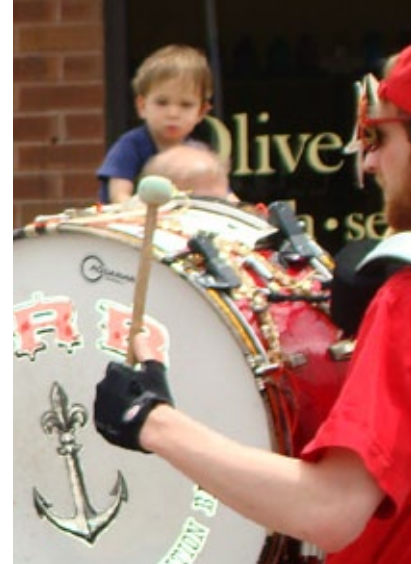
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Many representatives of the Jewish Community Center are always on hand to display an array of Hanukkah traditions, from **cooking to lectures and performance**. Other city arts institutions participate by doing live demonstrations, including the Steel Yard's **blacksmiths and area glassblowers**. There are also outdoor screenings of shorts from the Providence Children's Film Festival as Seven Stars Bakery erects an outdoor movie screen for a unique "no car drive-in" movie experience. The street also has a baby animal **petting zoo and horse-drawn carriage rides**, showcasing the streets of our neighborhood from an altogether different vantage point. All of our Hope Street restaurants will be participating with themed drinks and food specials.

With the help of our media sponsors, Providence Media and Rhode Island Public Radio, we will be garnering **considerable exposure** for the Holiday Stroll. We will be printing **hundreds of posters** to be hung around Providence and **thousand of postcards** to be distributed and mailed to merchant contact lists. Also planned is an aggressive push on all **social media** fronts and all merchant e-mail contact lists.

We are certain that with all of our efforts, the Hope Street Holiday Stroll will continue to emerge as one of Rhode Island's premier Holiday traditions for countless families and for many years to come.





### Event Specific Sponsorship Packages

Would your business prefer to take center stage at one of the many events happening on Hope Street? Then an event specific package is for you. All vendor spots are juried and require an application. Each vendor will be asked to add something unique to the event (i.e. a game at your booth, a giveaway, selling a unique product, etc...)

#### Tables & Tents

##### Non-Profit

The HSMA recognizes the huge impact that Non-Profits make in our community, and we are happy to partner with them at discounted sponsorship rates.

6' table	\$35
10' x 10' tent	\$75

##### Local / Small Business (local business with 1 location)

The HSMA knows that a city is only as strong as their independent businesses. As part of our commitment to creating a strong local retail economy, we invite local businesses to join our events.

6' table	\$75
10' x 10' tent	\$125

##### Corporate Sponsors

Multi-location stores, franchises, and national companies are also invited to participate.

6' table	\$100
10' x 10' tent	\$250

#### Banners

Banners space is available during events to draw more attention to your presence, or to simply advertise your business. We offer two types of banners:

##### On-Street Banners

On street banners are hung on buildings, fencing, and surrounding areas. Don't worry though, location of your banner will be mutually agreed upon.

\$50 per banner for HSMA members
\$100 per banner for non-members

##### Main Stage Banners\*

Get more exposure by having your banner on the main stage.

\$150 per banner for HSMA members
\$300 per banner for non-members

\*Not available during Holiday Stroll, and may be subject to availability with Presenting Stage Sponsor



### Other

#### Food Trucks \$100

Bring your food truck to our event. We limit the number of trucks on the street to maximize your sales!

#### Extraordinary Rendition Marching Band Shout Outs \$50 Each

Let the ERB scream your message for you! Harness the power of the performers and let them spread your message. These trained professionals know how to get attention, and they can get you some attention for a mere fifty bucks.

#### Petting Zoo Sponsor \$500

- Get a 10 x 10 tent space at the event, at a mutually agreed upon location
- Banners and signage opportunities in and around the Petting Zoo
- Ability to market through HSMA social media
- Friends of Hope Street Sticker
- Name & Logo on posters and postcards
- Name & Logo in the Holiday Gift Guide\*
- Ability to advertise in the Hope Street Holiday Gift Guide\*

\* Only available for Holiday Stroll Petting Zoo Sponsor

#### Hay Ride Sponsor \$500

- Get a 10 x 10 tent space at the event, at a mutually agreed upon location
- Banners and signage opportunities in and around the Hay Ride
- Ability to market through HSMA social media
- Name & Logo on posters and postcards
- Friends of Hope Street Sticker
- Name & Logo in the Holiday Gift Guide\*
- Ability to advertise in the Hope Street Holiday Gift Guide\*

\* Only available for Holiday Stroll Hay Ride Sponsor

#### Santa's Workshop Sponsor \$500\*

- Get a 10 x 10 tent space at the event, at a mutually agreed upon location
- Banners and signage opportunities in and around the Hay Ride
- Name & Logo on posters and postcards
- Ability to market through HSMA social media
- Friends of Hope Street Sticker
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\* Only available for Holiday Stroll



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### Light Up the Night Sponsor \$1250

Sponsor a complete lighting package on Hope Street. For one magical night Hope Street trees and buildings will be lit with a custom system from ATR. Special Gobo lighting options available with your logo

- Get a 10 x 10 tent space at the event, at a mutually agreed upon location
- Name & Logo on posters and postcards
- Ability to market through HSMA social media
- Friends of Hope Street Sticker
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- Ability to advertise in the Hope Street Holiday Gift Guide

\* Only available for Holiday Stroll

### Heat Up the Night \$1250\*

Sponsor the heated outdoor lounge areas on Hope Street. Help patrons warm up next to one of 10 lava heaters with a real flame or enjoy a nice bite to eat from one of the many food trucks and restaurants at one of 18 café tables.

- Get a 10 x 10 tent space at the event, at a mutually agreed upon location
- Signage throughout the event
- Name & Logo on posters and postcards
- Ability to market through HSMA social media
- Friends of Hope Street Sticker
- Name & Logo in the Holiday Gift Guide
- Ability to advertise in the Hope Street Holiday Gift Guide

\* Only available for Holiday Stroll

### Main Stage Sponsor \$2500

- Have exclusive signage on the main stage
- Get a 10 x 10 tent space at the event, at a mutually agreed upon location
- Signage throughout the event
- Name & Logo on posters and postcards
- Ability to market through HSMA social media
- Friends of Hope Street Sticker

### Presenting Sponsor \$5,000

- Naming rights to the event
- Large scale presence at event that is custom designed to achieve presenting sponsor's marketing goals
- Category exclusivity
- Public recognition (including links) on HopeStreetProv.com
- Ability to market through HSMA social media
- Stage Announcements at events
- Get a 10 x 10 tent space at the event, at a mutually agreed upon location



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- Signage throughout the event
- Name & Logo on posters and postcards
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## HSMA Vendor Application

The vendor applications are selected by jury. If accepted, full payment will be due no later than May 15th, 2014.

Full Name:

Business Name:

Address:

Website:

Facebook Address:

What will you be marketing and/or selling?

All sellers are required to have a RI sales permit. If you plan on selling at the event, please attach a copy to this application.

All food trucks are required to have proper licensing and are required to provide a copy of your insurance and food permits.

Will you be doing any activities in your booth that will add to the festive nature of the event?

Please circle your entity type in the first column, and what space you are applying for in columns two or three.

Non Profit	6' table (\$35)	10 x 10 tent (\$75)
Local / Small Business	6' table (\$75)	10 x 10 tent (\$125)
Corporate / Multi Location Business	6' Table (\$100)	10 x 10 tent (\$250)
Food Truck	\$75	

Please sign (electronic signature is OK), date, and e-mail completed application to Line@Kreatelier.com.