



MARINA DEL REY 2011 HOLIDAY BOAT PARADE STREET BANNER SPONSORSHIP PROGRAM

Every year an estimated 15 million vehicle trips are made on Marina del Rey streets by commuters, visitors, and residents alike. Along these thoroughfares, a street banner program has been implemented utilizing a colorful and highly visible marketing tool announcing Marina del Rey special events to this upscale demographic market. The Marina del Rey Holiday Boat Parade is offering an exclusive opportunity for area businesses interested in advertising their company name on the banners for a six week period announcing the 2011 Holiday Boat Parade.

BANNERING DISTRICTS

The banner districts include the following areas throughout Marina del Rey:

ADMIRALTY WAY is the ceremonial main street in Marina del Rey. The banner poles are located on the center median between east and westbound traffic from Fiji Way to Via Marina.

FIJI WAY is the gateway to Marina del Rey from Los Angeles International Airport. The banner poles are located on the center median with the banner district stretching from Lincoln Boulevard (Highway 1) to the west end of Fiji Way.

VIA MARINA is another scenic gateway into the Marina from the Los Angeles County beach areas with banner poles located on the center median between north and southbound traffic from Washington Boulevard to the main channel of the Marina.

LENGTH OF PROGRAM

The duration of the outdoor advertising banner program is seven weeks, with an approximate installation the week of Thanksgiving and approximate removal of the first week in January.

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TYPE OF PROGRAM

Companies interested in the street banner program can purchase as many banners as they would like. The banners are mounted on light standards within the specified banner districts throughout the Marina. The shared sponsorship program allows companies and/or organizations with limited budgets an opportunity to sponsor the parade and be part of Marina del Rey's biggest yearly event.

BANNER FEES

Costs associated with the Marina del Rey Street Banner Program are banner production, design fees, installation/removal and storage of the banners.

A \$1,250.00 fee purchases 2 banners (a pair) for corporate/sponsor name.

BANNER PLACEMENT

One banner is mounted on a single street pole with the other banner placed on the next light standard in a staggered sequence.

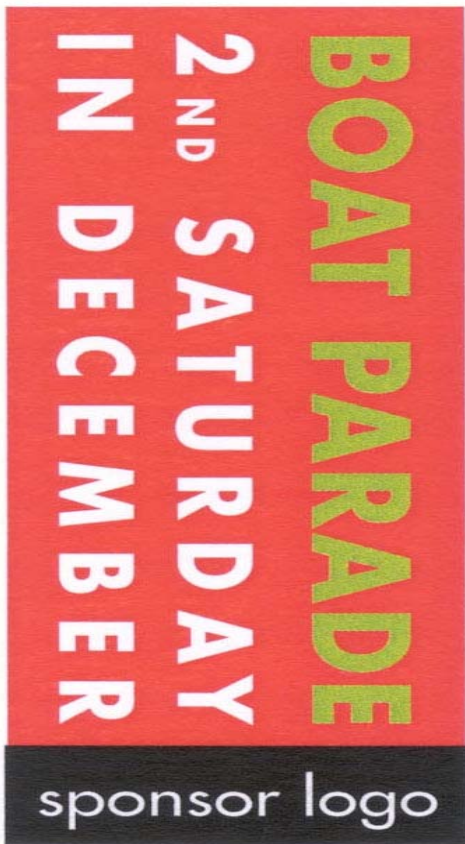
Your company can request the banners be placed in front of your business for maximized visibility of your company name.

BANNER SPECIFICATIONS – CORPORATE/COMPANY NAMES

The banners are 8 feet long and 3 feet wide with an area available to display the sponsor's name. The corporate sponsor's identity must be subordinate to the message of the banner.

BANNER DESIGN/LAYOUT

A sample of the 2011 Holiday Boat Parade banners are indicated on the following page. The black area located at the bottom of designated banners is the portion available for sponsor names. These design diagrams are a rendering of what will be mounted on light standards throughout Marina del Rey.



BOAT PARADE
2ND SATURDAY
IN DECEMBER
sponsor logo



sponsor logo