Brighton Center's

TASTE of the NORTHSIDE



Party with a Purpose at San Antonio's most exclusive fiesta event, TASTE of the Northside! Savor delicious cuisine from 60+ local restaurants and sample endless varieties of wine and spirits.

Every dollar raised through TASTE of the Northside directly benefits the Brighton Center and helps set a foundation for children with disabilities and delays, for a life without limits! | 6:30PM-11:30PM THE CLUB \triangleright S ONTERRA



Your commitment to being a TASTE of the Northside Partner does so much more than just help us throw a great party! It helps provide Brighton Center with the critical funding we need to provide services to more than 3,800 children with disabilities and delays in San Antonio. Together we are laying the foundation these children need and deserve through in home therapy, inclusive early childhood education centers & special education support services!



IMPACTFUL

As the largest direct service provider for children with a disability, developmental delay, or learning difficulties, Brighton provides critical services to more than 3,800 children in Bexar County every year.



FOCUSED

All of Brighton's programs focus on preparing children for a successful education through: therapeutic interventions for babies and toddlers experiencing delays; early childhood education centers to ensure children successfully enter kindergarten; in-school support from our special education specialists to help children be on the successful path to graduation. Brighton services give children the foundation they need be successful in life.



RECOGNIZED

Brighton was proud to be recognized as the 2017 Non-Profit of the Year by the San Antonio Business Journal. In addition, Brighton knows that without incredible people on staff, children and families will not see results. Our commitment to providing the best possible work environment so that we have the best of the best on staff has earned Brighton numerous Best Places to Work awards from the San Antonio Business Journal (#2 in 2017), San Antonio Express News and Non-Profit Times.



The FIM event for foodies! \$85

ALL INCLUSIVE PRICING!

TICKET PRICE INCLUDES FOOD, 4 DRINK TICKETS, PARKING & SHUTTLE FROM SELECT LOTS. TICKETS ARE \$100 AT THE DOOR



UNLIMITED FOOD TASTINGS FROM OVER **50+ SAN ANTONIO RESTAURANTS**



AMAZING WINE, SPIRIT & BEER SELECTION FEATURING





4 STAGES WITH LIVE MUSIC FEATURING CDITUITING ON THE MAIN STAGE

WWW.TASTEOFTHENORTHSIDE.ORG



100% of the proceeds of the TASTE of the Northside benefit the Brighton Center. Throughout San Antonio and Bexar County, Brighton provides developmental and educational services to children of ALL abilities.

TASTE OF THE NORTHSIDE IS PROUDLY PRESENTED BY:



2018 TASTE Media Reach

Brighton Center's

TASTE

of the NORTHSIDE



CHEERS TO 20 YEARS!

April 24, 2019

@ The Club at Sonterra

Snapshot of Brighton Center's Reach

Note: Data reflects January 2019 usage.



4,000 - TASTE Facebook Followers

655 - Brighton Center Twitter Followers

2,731- Instagram Followers

15,181 - E-Newsletter subscribers

8,891 - Text subscribers

TV Network Partners

(includes live coverage during TASTE)



Time Warner Spectrum

AUTHORIZED RETAILER









Univision



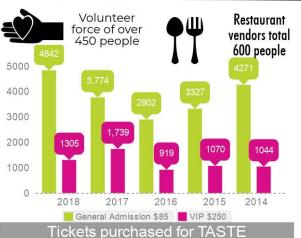




With live feeds during the event







7,500

Total Attendees projected for TASTE 2019

San Antonio Morning Show Appearances

















0 1

Instagram

Instagram Influencers Partners, combined following of more than 295k



Other Media Partners









___ San Antonio Lives Bilingual ____

Brighton Center hosts 18th annual TASTE of the Northside

alamo city **moms** blog



LOCAL

San Antonio Express-News

ExpressNews.com | mySA.com



SHOULD YOU BE A TASTE OF THE NORTHSIDE PARTNER?

BRAND EXPOSURE

Taste of the Northside is a great way to spread awareness about your brand or products to our more than 7,500 northside event guests. Whether you set up an interactive display or have a marketing team walking throughout the event engaging with our guests (or both), your brand/product will have the opportunity to have an impactful presence!

Taste of the Northside is an exclusive Fiesta event and a fun and unique way to engage with your clients as well as show them how you are committed to giving back to the community by supporting the Brighton Center!

CLIENT ENTERTAINMENT

EMPLOYEE REWARD

Are you looking for an "outside the box" way to thank your employees for all that they do for your organization? Nothing says "thank you" like treating your employees to the BEST fiesta event in town! Taste of the Northside is a great way to show your employees that you appreciate them!



6 Acres of Fiesta Fun

OUR EXCLUSIVE EVENT
TAKES OVER THE
GROUNDS AT THE
PRESTIGIOUS CLUB AT
SONTERRA AND TURNS IT
INTO THE BEST PARTY
WITH A PURPOSE!

TASTE OF THE NORTHSIDE FEATURES 6 ACRES OF FOOD, DRINKS, MUSIC AND FUN!



\$75,000

TICKET BENEFITS

- Custom Ticket Package
- Company's own discount code to be created, giving a \$10 off discount on General Admission tickets (\$75, discounted from \$85. Presale only at an unlimited amount).
- Company's own discount code to be created for the sale of exclusive VIP Tickets at \$50 off (\$200, discounted from \$250 and the ability to purchase individually. Limited to 150 VIP tickets total value \$7,500)
- 6 Onsite Parking Spaces

EVENT BENEFITS

- Event Naming Rights "Brighton Center's Taste of the Northside, brought to you by HEB"
- Exclusive Rights to Driving Range Area The largest, most popular area at TASTE where the main stage is located that includes a tented space in Driving Range area that allows for exposure to 7,000+ guests with the opportunity to feature your own food product, provide a handout or gift to guests, etc. to brand the entire Driving Range area (yard signs, flags, stage banners, booth signs, collateral passed out, etc.)
- Brighton Center to provide 2 volunteer leads to assist with onsite needs (more ice, cups, etc.)
- Category exclusivity.
- Opportunity to welcome/address 7,000 guests at TASTE from Main Stage.
- Opportunity to welcome/address 800+ guests at TASTE from VIP Main Stage.
- Table space in VIP Area in the location of choice with the opportunity to provide a gift or literature piece to all VIP guests to take with them as they leave (approximately 1,000).
- Opportunity to have a speaking segment on bus video that is aired on all 10 buses transporting guests to/from event from 5:00pm 11:00pm. A speaking segment allows you to convey a specific message to 4,000+ guests that will be seen on average of 5 times during their bus travel time.
- Opportunity to have an HEB featured restaurant on the putting green area overlooking Driving Range restaurant can serve beer, wine and/or spirits as well as food samples.
- Opportunity to brand all wine booths throughout the event serving only wines that are available for purchase at HEB (and distributed by Republic).
- Company Banner included on all entertainment stages (approximately 4).

PRE-EVENT/POST-EVENT PROMOTIONAL BENEFITS

- Company logo on all print media surrounding TASTE.
- Company logo on Brighton Center and TASTE website.
- Use of Brighton Center and Taste of the Northside logo for entire year.
- Facebook Posts featuring HEB (up to 3 before and 3 after)
- Texting Campaign featuring HEB (up to 1 before and 1 after)
- HEB Inclusion in all Television Commercials promoting event. In 2017, more than 2,567 spots were run with Spectrum (formerly Time Warner) city wide, in all zones, Dish, Direct TV and Spectrum News with a medial value of \$192,525.

PRESENTING

\$75,000



TICKET BENEFITS

- 50 VIP tickets to Taste of the Northside (\$12,500 Value)
- 4 Onsite VIP parking spaces.

EVENT BENEFITS

- Naming rights to the VIP Lounge.
- Category exclusivity.
- Reserved seating in VIP area.
- Private Check In/Entrance Area into VIP Lounge.
- Speaking opportunity in VIP Lounge to all guests
- Tent/Booth Space in General Admission Area with opportunity to use your marketing team to walk throughout each area of the event handing out promotional materials, information, and/or samples.
- Opportunity to have your company's commercial on bus video that is aired on the 10+ buses transporting guests to/from event throughout 5+ hours.
- Company logo on all print media surrounding Taste of the Northside's VIP Lounge.
- Use of Brighton Center and Taste of the Northside logo for entire year.
- Company logo on Brighton Center website.
- Company logo on Taste of the Northside website.

PRE-EVENT/POST-EVENT PROMOTIONAL BENEFITS

- Logo Inclusion on 1,000+ Taste of the Northside commercials running on Spectrum News Channel and Local on Demand (formerly Time Warner) for 4 weeks leading up to event day (April 1-April 24th).
- A representative from your company included in one Television Morning Show Interview/Segment promoting Taste of the Northside.
- A representative from your company included in live television interview the day of Taste of the Northside.
- Prominent placement of company logo on Taste of the Northside ticket landing page where all guests are directed once tickets are purchased. This gives the VIP Presenting Partner an opportunity to further engage TASTE guests with an offer, a promotion, etc.
- Facebook & Instagram post before and after TASTE promoting your company and any special offer or promotion you are running.

VIP PRESENTING \$50,000

4 AVAILABLE Brighton Center's CHEERS TO 20 YEARS!

\$20,000

A Signature Area Sponsorship opportunity is the right fit for the company looking to make a huge splash with its brand while having one-on-one interactions with potential clients. Located within the General Admission Area your brand will be in front of than 6,000 people. As a signature Partner, you will have category exclusivity to the event and have an ideal location in the middle of all the action!

4 available

TICKET BENEFITS

- 40 VIP tickets to Taste of the Northside (\$10,000 Value)
- 3 Onsite VIP parking spaces.

EVENT BENEFITS

- Naming rights to one of the 4 Signature Areas
- Category exclusivity.
- Opportunity to have one tent in the select Signature Area, with your company's branding material and collateral (yard signs, flags, stage banners, booth signs, brochures, coupons, etc. allowed in each area). Tent size will be dependent on Partner needs and will be mutually agreed upon and provided by Brighton.
- Table space in VIP area with opportunity to provide a gift or literature piece to all VIP guests to take with them as they leave (approximately 800).
- Opportunity to have your company's commercial on bus video that is aired on the 10+ buses transporting guests to/from event throughout 5+ hours.
- Company logo on all print media surrounding Taste of the Northside.
- Use of Brighton Center and Taste of the Northside logo for entire year.
- Company logo on Brighton Center website.
- Company logo on Taste of the Northside website.

PRE-EVENT/POST-EVENT PROMOTIONAL BENEFITS

- Logo Inclusion on 1,000+ Taste of the Northside commercials running on Spectrum News Channel and Local on Demand (formerly Time Warner) for 4 weeks leading up to event day (April 1-April 24th).
- A representative from your company included in one Television Morning Show Interview/Segment promoting Taste of the Northside OR a representative from your company included in live television interview the day of Taste of the Northside.
- Prominent placement of company logo on Taste of the Northside ticket landing page where all guests are directed once tickets are purchased. This gives the Presenting Partner an opportunity to further engage TASTE guests with an offer, a promotion, etc.
- Facebook & Instagram post before and after TASTE promoting your company and any special offer or promotion you are running.
- Opportunity to use your marketing team to walk throughout each area of the event handing out promotional materials, information, and/or samples.

SIGNATURE AREA \$20,000

EXCLUSIVE BEVERAGE PARTNER

Brighton Center's of the NORTHSIDE CHEERS TO 20 YEARS!

\$15,000

As the ONLY non-alcoholic beverage provider, your featured products will be highly sought after and will be uniquely positioned in each area of the event for maximum exposure. The Thirst Quencher Partner can anticipate providing more than 12,000+ tastings to more than 6,000 people and have multiple opportunities to market their products and special offers before, during and even after the event!

TICKET BENEFITS

- 20 VIP tickets to Taste of the Northside.
- 2 Onsite VIP parking spaces.

EVENT BENEFITS

- Category exclusivity as Official Thirst Quenching Partner for Taste of the Northside.
- Product exclusivity on all non-alcoholic beverages served at Taste of the Northside.
- Opportunity to have a presence in EACH general admission area (3 total) and inside VIP, with your company's beverage product, branding material and collateral (yard signs, flags, stage banners, booth signs, brochures, coupons, etc. allowed in each area). Tent will be provided by Brighton Center but Partner's own branded tent may be used pending footprint approval. Brighton to provide ice, cups, coolers, etc.
- Limited volunteers to be provided to Beverage Partner to assist with set up and duration of event.
- Opportunity to have your company's commercial on bus video that is aired on the 10+ buses transporting guests to/from event throughout 5+ hours.
- Company logo on all print media surrounding Taste of the Northside.
- Company logo on Brighton Center website.
- Company logo on Taste of the Northside website.

PRE-EVENT/POST-EVENT PROMOTIONAL BENEFITS

- Logo Inclusion on 1,000+ Taste of the Northside commercials running on Spectrum News Channel and Local on Demand (formerly Time Warner) for 4 weeks leading up to event day (April 1-April 26th).
- A representative from your company included in live television interview the day of Taste of the Northside. Prominent placement of company logo on Taste of the Northside ticket landing page where all guests are directed once tickets are purchased. This gives the Thirst Quencher Partner an opportunity to further engage TASTE guests with an offer, a promotion, etc.
- Facebook & Instagram post before and after TASTE promoting your company and any special offer or promotion you are running.
- Opportunity to use your marketing team to walk throughout each area of the event handing out promotional materials, information, and/or samples.

BEVERAGE PARTNER COMMITMENTS

- Provide enough product to serve up to 12,000 servings (depending on serving size)
- Provide a minimum of the following type of non-alcoholic product:
- o One Regular Option
- o One Diet Option
- o Water
- Provide adequate staffing to help staff up to 4 areas and provide samples/servings to guests (Brighton will supplement with volunteers as needed and mutually agreed upon).

THIRST QUENCHER \$15,000

CAR DEALER PARTNERSHIP



\$5,000 3 Separate Areas Available or Category Exclusivity for \$10,000 The "Fiesta in the Fast Lane" partnership opportunity is the right fit for a car dealership looking to make a huge splash with its brand. Fiesta in the Fast Lane partners will have the opportunity to have customers view their feature vehicles through their strategic displays and ability to have representatives onsite to show the cars, discuss details and collect prospect information. There will only be a maximum of 3 Fiesta in the Fast Lane partners (exclusivity is available for an additional fee!)

TICKET BENEFITS

• 12 VIP tickets to Taste of the Northside*

EVENT BENEFITS

- Opportunity to have up to two vehicles on display in a high trafficked General Admission Area with a team of up to 4 people.**
- Opportunity to have your company's commercial on bus video that is aired on the 10+ buses transporting guests to/from event throughout 5+ hours.
- Use of Brighton Center and Taste of the Northside logo for entire year.
- Company logo on Brighton Center website.
- Company logo on Taste of the Northside website.

PRE-EVENT/POST-EVENT PROMOTIONAL BENEFITS

- Facebook & Instagram post before and after TASTE promoting your company and any special offer or promotion you are running.
- Opportunity to use your marketing team to walk throughout each area of the event handing out promotional materials, information, and/or samples.

CAR PARTNER COMMITMENTS

- Arrive no later than 3pm on day of event to place vehicles that will be displayed.
- Be responsible for moving vehicles before and during event. Vehicles may be picked up the following day from the event site, but Car Dealer Representatives will be responsible for moving them form their even location to the nearest parking spot.

*With Category Exclusivity, partner will receive an additional 8 VIP tickets for a total of 20 **With Category Exclusivity, partner may have up to 6 cars spaced throughout the event.

GENERAL ADMISSION & VIP PRESENCE FOR YOUR BRAND



\$10,000

Get the best of both General Admission and VIP access with our Premier Showcase Partnership! Market your brand to an exclusive group in our VIP only area and in General Admission, taking advantage of all the event areas that TASTE of the Northside has to offer!

TICKET BENEFITS

- 24 VIP tickets to Taste of the Northside
- 1 Onsite VIP parking spaces.

EVENT BENEFITS

- Opportunity to have one tent in the general admission areas, with your company's branding material and collateral (yard signs, flags, stage banners, booth signs, brochures, coupons, etc. allowed in each area). Tent size will be dependent on Partner needs and will be mutually agreed upon and provided by Brighton.
- Table space in VIP area with opportunity to provide a gift or literature piece to all VIP guests to take with them as they leave (approximately 800).
- Opportunity to have your company's commercial on bus video that is aired on the 10+ buses transporting guests to/from event throughout 5+ hours.
- Company logo on all print media surrounding Taste of the Northside.
- Use of Brighton Center and Taste of the Northside logo for entire year.
- Company logo on Brighton Center website.
- Company logo on Taste of the Northside website.
- Opportunity to use your marketing team to walk throughout each area of the event handing out promotional materials, information, and/or samples.







PREMIER SHOWCASE \$10,000

GENERAL ADMISSION OR VIP PRESENCE



\$5,000

As a "Showcase Partner' you will have the opportunity to market your brand in either our General Admission OR VIP areas. Bring an interactive game, giveaway or your sales team to market in a big way!

TICKET BENEFITS

- 12 VIP tickets to Taste of the Northside
- 1 Onsite VIP parking spaces.

EVENT BENEFITS

- Opportunity to have one tent in the general admission OR one table in VIP* area, with your company's branding material and collateral (yard signs, flags, stage banners, booth signs, brochures, coupons, etc. allowed in each area). Tent size will be dependent on Partner needs and will be mutually agreed upon and provided by Brighton.
- Use of Brighton Center and Taste of the Northside logo for entire year.
- Company logo on Brighton Center website.
- Company logo on Taste of the Northside website.
- Opportunity to use your marketing team to walk throughout each area of the event handing out promotional materials, information, and/or samples.







*VIP Table Partnership Opportunities are limited

SHOWCASE

\$5,000

BE A VIP AT THE MOST EXCLUSIVE FIESTA EVENT IN TOWN!



\$2,500

A Taste of The Northside VIP Lounge is the ultimate spot to "see and be seen". This exclusive area features up to 20 fine dining establishments, 10 different wines and premium cocktails as well as 3 live performers. Only a limited number of tickets are available for VIP Lounge access, making this the most exclusive Fiesta experience available! As a VIP ticket holder you will enjoy ALL the benefits that a General Admission ticket holder enjoys (unlimited food tastings and 4 drink beverages in the General Admission areas) in addition to unlimited food tastings, all night complimentary beverages inside the VIP Lounge and private indoor restrooms.

TICKET BENEFITS

• 12 VIP tickets to Taste of the Northside

EVENT BENEFITS

- Recognition at event as a Partner.
- Company logo on Brighton Center website.
- Company logo on Taste of the Northside website.
- Use of Brighton Center and Taste of the Northside logo for entire year.







VIP EXPERIENCE

\$2,500

Il princeeals benefit Brightin Center





To confirm your partnership please

Click Here

click here to view a printable partnership package

Custom partnership packages available - please contact: brooke@brightonsa.org | 210-826-4492