



2023 OPEN STREETS FESTIVAL SPONSOR REPORT

Move
Redmond





REFLECTIONS

Move Redmond's third annual Open Streets Festival was our biggest event ever!

At Move Redmond, our goal for the festival has been to create a space on the Eastside to celebrate inclusive streets through active transportation, movement, and community engagement. This event not only instills civic pride but also provides community members access to resources and information, all in the spirit of a free, family friendly gathering. The festival fosters countless community connections and plants the seeds of positive change on the Eastside. While we eagerly look forward to the full impact, we are humbled to see the Open Streets Festival has already become a beloved mainstay of the Redmond community calendar. We look forward to expanding this event series in the coming year to leverage the East Link Starter Line.

40+ COMMUNITY PARTNERS, LOCAL BUSINESSES, & VENDORS

1,000+ ATTENDEES

2 1/2 BLOCKS OF OPEN STREETS





“I had a blast volunteering and was super glad to be a part of the event. I really enjoyed the festival and meeting everybody.”

- Eugene

PARTNERSHIPS

Move Redmond took a collaborative approach in organizing our Open Streets Festival by actively engaging with local businesses and youth performers. We recognize that the success of such events hinges on community partnership. Local businesses were offered the opportunity to set up food trucks and booths during the festival.

We tapped into the talent & creativity of our community’s youth from Redmond Old Fire House Teen Center and Bellevue School of Rock to provide captivating entertainment throughout the day.

Our continued partnership with the Redmond Library enabled a captivating story time session for youth and families, and our long standing collaboration with 425 Fitness brought two popular fitness classes for all to our Open Streets Festival.

move REDMOND OPEN STREETS FESTIVAL

Saturday August 26th 10 AM - 3 PM

161st Ave NE & CLEVELAND St.

PARK STAGE

- 10:00 AM SASHA TAI
- 11:00 AM YOGA WITH SUMEDHA AKA INDIAN YOGA GIRL
- 11:30 AM STORY TIME WITH THE REDMOND LIBRARY

MAIN STAGE
Intersection of Cleveland & 161st

- 12:00 PM ZUMBA WITH JON KOK
- 1:00 PM U2 TEMPEST
- 1:40 PM SCHOOL OF ROCK BELLEVUE

FUN PROGRAMS

- 10:30 AM WALKING TOUR OF DOWNTOWN REDMOND WITH THE AUTHOR OF EASTSIDE SEATTLE WALKS
- All Day KIDS BIKE RODEO
- LAWN GAMES
- POP-UP PROTECTED BIKE LANE
- RIDE THROUGH BIKE WASH
- SPLASH PARK PARTY
- FOOD TRUCKS

A CELEBRATION OF MOVEMENT, TRANSPORTATION, AND PLAY IN DOWNTOWN REDMOND

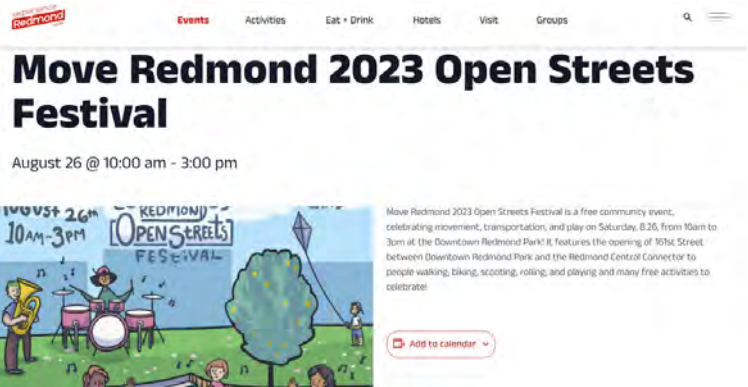


2023 Open Streets Festival
Programming



IMPRESSIONS & IMPACT

In 2023 our team put together a comprehensive communications plan and digital media toolkit for all of our community vendors. We also invested sponsorship dollars into advertising for the event, including air time on KUOW, a featured spotlight in the Urbanist newsletter, and on the Seattle Bike Blog.



2023 Open Streets Festival Experience Redmond event promotion

your summer revelry to fill out the bubbles, seal your envelope, sign and date that sucker, and drop it in the mail or dropbox before 8pm August 1.

Some candidates were lucky enough to run uncontested or face only one challenger, meaning they automatically advance through the top-two primary to the General Election. In this group are some excellent leaders who have won our endorsement but will not be listed here since you don't have to vote for them in the primary. King County Councilmembers Girmay Zahilay and Claudia Balducci — two of our favorites — are in this bunch, as are Bellevue City Councilmember Janice Zahn and Seattle Port Commissioner Sam Cho.

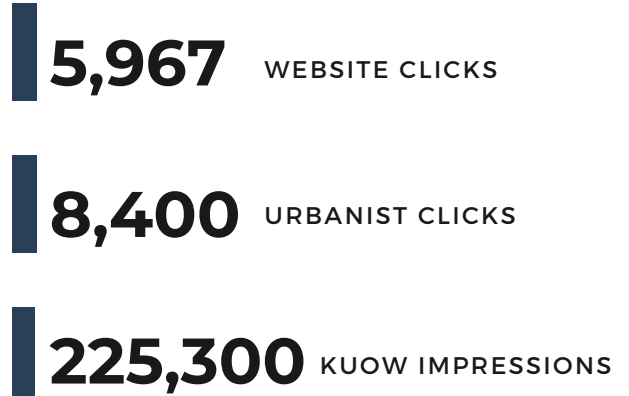
Other races ended up being logjams, with more candidates than we can recount here. Some races were a tragedy of riches and others felt a bit empty even in their crowdedness. Whether wistfully, enthusiastically, or reluctantly, the important thing is we ultimately arrived at the best leader of the bunch to advance the urbanist cause. Without further ado, here is The Urbanist's 2023 Primary Slate.

The Urbanist's 2023 Primary Slate Cheat Sheet

- Seattle City Council District 1 – Maren Costa
- Seattle City Council District 2 – Tammy Morales
- Seattle City Council District 3 – Alex Hudson
- Seattle City Council District 4 – Ron Davis



2023 Open Streets Festival Urbanist Website Ad





SPONSORSHIP PROMOTIONS

Sponsors were promoted using multifaceted approach that to enhance their visibility & impacts maximizing their return in investment & contribution to the overall success of the festival.

Social Media

All Sponsors received personalized shout outs on various social media platforms. Sponsors were also showcased before, during, and after the festival.

Printed Materials

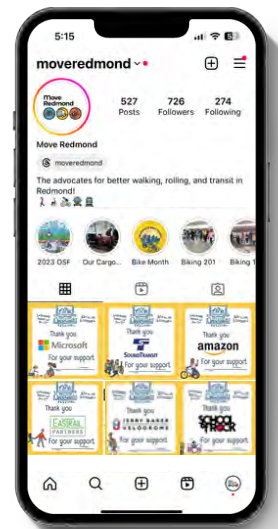
Sponsors received extensive coverage through printed materials, catering to different formats & audience touch points such as large banners, posters, programming schedules and more.

Throughout the Festival

Sponsors were provided with 10x10 exhibition spaces to engage with community members. Sponsor logos were prominently displayed on stage, acknowledging their role in making the festival possible.



Open Streets Festival Poster





VISION FOR 2024

With the East Link Starter Line opening in March of 2024, Move Redmond will host a fresh event at the newly-opened Esterra Park in June, during Ride Transit Month where we will be activating the new Overlake Village Station and celebrating community access, culture, and transit. We can't enact this vision without your support. It will take a substantial increase in sponsorship to ensure the success of both the new Open Streets Event in Overlake and our established Open Streets Festival in Downtown Redmond. This is your chance to be a part of history, and shape the character and feel of this transit-oriented community.

“Logistics, pre-event communications, and ease of setup were all awesome. I loved being at the event and all of the programming kept the vibe so upbeat and happy.”

- Sound Transit Community Engagement Specialist



PREMIER SPONSORSHIP TIERS



\$100K Open Streets Title Sponsor

- Company Name in Title used in all promotions at both Downtown and Overlake
- Name on all printed posters
- Name on sharable video
- up to 4 10x10 Exhibition Spaces, 2 per event
- Customized "Thank You" Promotion on Social Media
- Logo featured on sharable video
- Company name included in Radio Ad copy
- Logo printed on all collateral in larger size
- Logo printed on all route signs
- Activation at Overlake **AND** Downtown Redmond Open Streets Festival
- Stage named after organization
- Opportunity to support local performers
- Employee & group volunteer opportunity
- "[Your Company] Overlake Open Streets Festival ; [Your Company] Downtown Redmond Open Streets Festival"

\$50K Open Streets Festival Presenting Sponsor

- Name on all printed posters
- Name on sharable video
- Up to 4 10x10 Exhibition Spaces, 2 per event
- Customized "Thank You" Promotion on Social Media
- Logo featured on sharable video
- Logo printed on all collateral in larger size
- Logo printed on all route signs
- Activation at Overlake & Downtown Redmond Festival
- Opportunity to support local performers
- Employee & group volunteer opportunities
- Overlake Open Streets Festival presented by [your company]
- Downtown Redmond Open Streets Festival presented by [Your Company]

\$25K Open Streets Partner Sponsor

- Name on all printed posters
- Name on sharable video
- Up to 4 10x10 Exhibition Spaces, 2 per event
- Customized "Thank You" Promotion on Social Media
- Logo featured on sharable video
- Logo printed on all collateral in larger size
- Logo printed on all route signs
- Activation at Overlake & Downtown Redmond Festival
- Opportunity to support local performers
- Employee & group volunteer opportunities
- Overlake Open Streets Festival in partnership with [your company]
- Downtown Redmond Open Streets Festival in partnership with [your company]

SPONSORSHIP TIERS

\$15K Open Streets Champion

- Name on all printed posters
- Name on sharable video
- Up to 2 10x10 Exhibition Spaces, 1 per event
- Customized "Thank You" Promotion on Social Media
- Logo featured on sharable video
- Logo printed on all collateral in larger size

\$1,000 Move Redmond Supporter

- Name on all printed posters
- Name on sharable video
- 10x10 Exhibition Space at festival of your choice
- Customized "Thank You" Promotion on Social Media

\$6,000 Open Street Advocate

- Name on all printed posters
- Name on sharable video
- 10x10 Exhibition Space at festival of your choice
- Customized "Thank You" Promotion on Social Media
- Logo featured on sharable video



**Support these
Community Events.
Get in Touch!**

Reach out to Kelli Refer at
Kellir@moveremond.org

SPONSORSHIP TIERS SUMMARY

| Sponsor Level | 100k Open Streets Title Sponsor | \$50k Open Streets Presenting Sponsor | \$25k Open Streets Partner Sponsor | \$15k Open Streets Champion | Open Streets Advocate: \$6,000 | Move Redmond Supporter: \$1,000 |
|--|--|--|---|-----------------------------|--------------------------------|---------------------------------|
| Company Name in Title used in all promotions at both Overlake & Downtown | ✓ | | | | | |
| Name on all printed posters | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Name on sharable video | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| logo featured on shareable video | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 10x10 Exhibition Space | 2 per event | 2 per event | 2 per event | 1 per event | 1 at choice of festival | 1 at choice of festival |
| Customized "Thank You" Promotion on Social Media | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company name included in Radio Ad Copy | ✓ | | | | | |
| Logo printed on all collateral in larger size | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Logo printed on all route signs | ✓ | ✓ | ✓ | ✓ | | |
| Activation at Overlake Festival | ✓ | ✓ | ✓ | ✓ | | |
| Activation at Downtown Redmond Festival | ✓ | ✓ | ✓ | ✓ | | |
| Stage named after organization | ✓ | | | | | |
| Opportunity to support local performers | ✓ | ✓ | ✓ | ✓ | | |
| Employee & group opportunities | ✓ | ✓ | ✓ | ✓ | | |
| Company Listing as | [Your Company] Overlake Open Streets Festival: [Your Company] Downtown Redmond Open Streets Festival | Overlake Open Streets Festival presented by [Your Company] | Overlake Open Streets Festival in partnership with [Your company] | | | |

Support these Community Events. Get in Touch!

Reach out to Kelli Refer at Kellir@moveremond.org.