



2024 OPEN STREETS FESTIVAL SPONSOR REPORT

Move
Redmond





REFLECTIONS

2024 has proven a huge year for transit in Redmond, with the opening of the 2 Line from South Bellevue Station to Redmond Technology Station. It is just the beginning of major transportation changes on the Eastside. Our small but mighty team took on not one, not two, but three major events this year in honor of celebrating light rail.

We kicked off the Spring with a phenomenal opening of the 2 Line Opening on April 27th and over 35,000 people came out to celebrate the new light rail stations. This paved the way for our first ever Overlake Open Streets Festival on Calder Street in front of Esterra Park, a stone's throw from the Overlake Village Station. We celebrated Ride Transit Month in style with over 40 vendors and a stellar lineup of performances, too! It was a fantastic way to highlight the amazing local businesses and community organizations that make the Overlake neighborhood a really special place.

We ended Summer with our largest festival to date at the Downtown Redmond Open Streets Festival in August. We had well over 50 vendors, featuring primarily local businesses and community partners. We leveled up our stage programming this year with incredible performances from Rangeela Dance Studio, School of Rock Bellevue and Who is She?. We had something for everyone, including free fitness classes, and story time with Redmond Library.

Without your trust and sponsorship we couldn't have put on these incredible events.

90+ COMMUNITY PARTNERS, LOCAL BUSINESSES, & VENDORS

2,000+ ATTENDEES

4 BLOCKS OF OPEN STREETS





“We are so grateful to have had the opportunity to be a part of such a beautiful Community connection moment! Everyone was so kind, friendly, and engaging.”

-YogaSix

PARTNERSHIPS

Move Redmond took a collaborative approach to organizing our Open Streets Festivals by actively engaging with local businesses and youth performers. We recognize 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 showcased Redmond’s multicultural community with diverse performances, including Bollywood Dancing and Taiko Drumming.

We tapped into the talent & creativity of our community’s youth from Bellevue School of Rock to provide captivating entertainment throughout the day.

Our continued partnership with the Redmond Library enabled a fun story time session for youth and families, and our long standing collaboration with 425 Fitness and YogaSix brought 5 popular fitness classes for all to our Open Streets Festivals.



Downtown Redmond
10AM-3PM



Saturday
Aug. 17th
161st Ave.
& Cleveland St.

MAIN STAGE

10:00 AM EVENT KICKOFF WITH KEXP'S DJ TROY NELSON

10:15 AM SCHOOL OF ROCK BELLEVUE HOUSE BAND

11:00 AM PERFORMANCE AND BOLLYWOOD DANCE WORKSHOP WITH RANGEELA DANCE COMPANY

11:45 AM ZUMBA FOR ALL WITH 425 FITNESS INSTRUCTOR JON KOK

12:45 PM SCHOOL OF ROCK BELLEVUE HOUSE BAND

2:00 PM WHO IS SHE?

2:45 PM CLOSING REMARKS

DOWNTOWN PARK FUN FIELD

10:00 AM Y6 SLOW FLOW YOGA W/ YOGA SIX INSTRUCTOR ALCIA G

11:00 AM BODYCOMBAT W/ 425 FITNESS INSTRUCTORS JENN AND BRIANA

12:00 PM STORY TIME WITH THE REDMOND LIBRARY

2:00 PM PILATES FOR ALL W/ CLUB PILATES REDMOND



CELEBRATING SAFE STREETS AND SUSTAINABLE JOURNEYS FOR ALL. LEARN MORE AT MOVEDREMOND.ORG

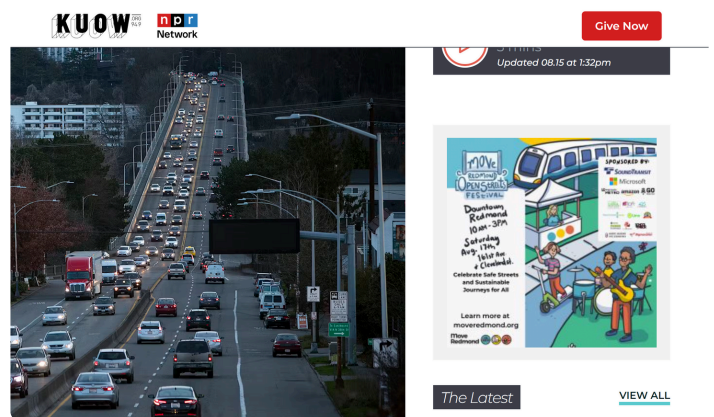


2024 Downtown Redmond Open Streets Festival Programming



IMPRESSIONS & IMPACT

Our team put together a comprehensive communications plan and digital media toolkit for all our community vendors. We also invested sponsorship dollars into advertising for the event, including air time on KUOW and Meta ads.

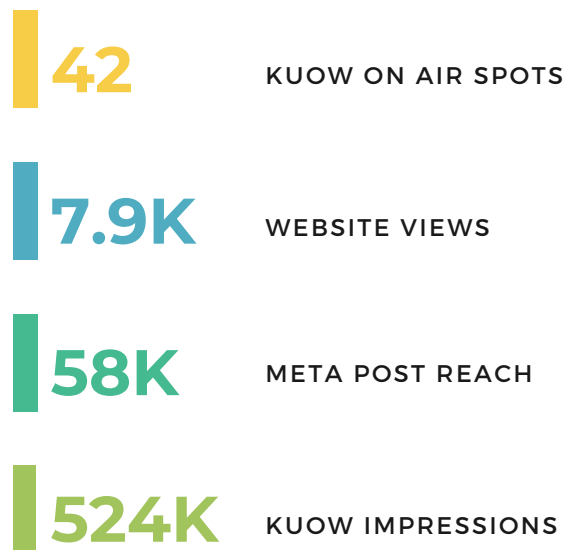


2024 Open Streets Festival KUOW Website Ad



Add to calendar

2024 Open Streets Festival Experience Redmond event promotion





SPONSORSHIP PROMOTIONS

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

Social Media

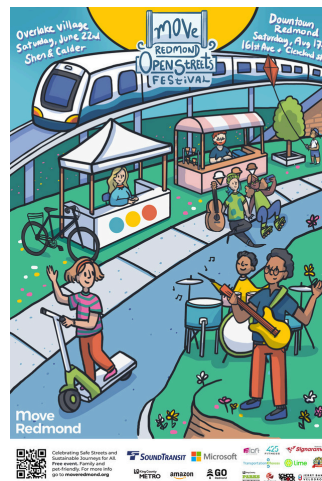
All Sponsors received personalized shout-outs on various social media platforms. Sponsors were showcased before, during, and after the festival.

Printed Materials

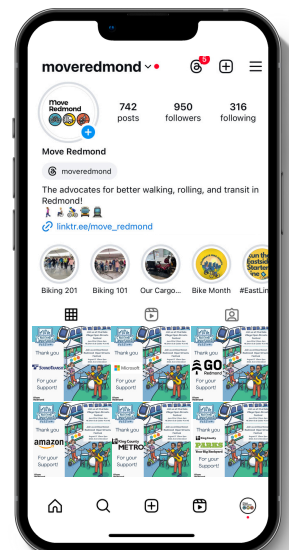
Sponsors received extensive coverage through printed materials, catering to different formats & audience touch points such as large banners, posters, programming schedules and more.

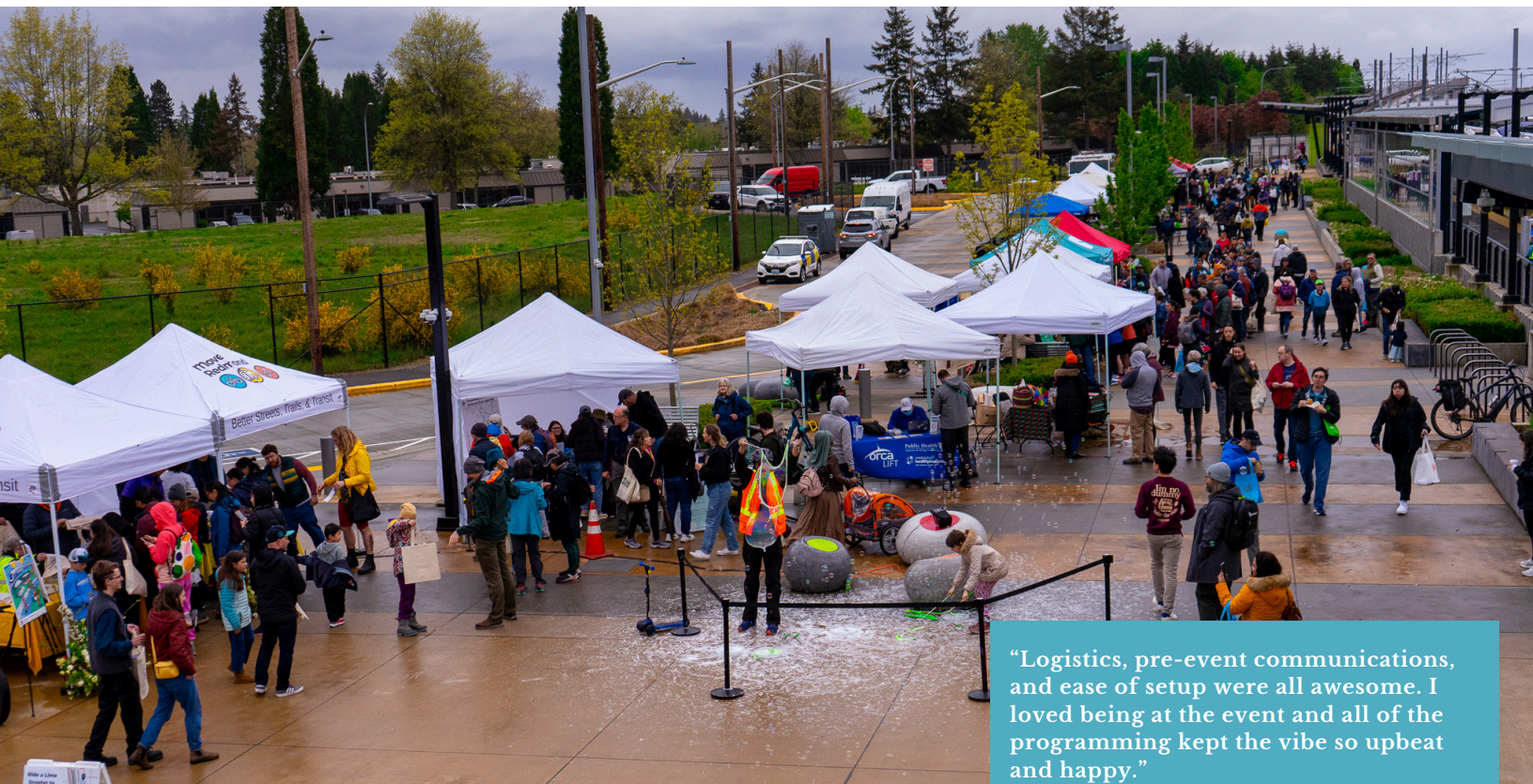
Throughout the Festival

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.



2024 Open Streets Festival Poster





"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

VISION FOR 2025

In 2025 the Downtown Redmond Link Extension will open in Spring, and Move Redmond wants to leverage the opening of light rail to celebrate the incredible investments the city has made to improve access to light rail through trails. **We envision combining the opening of the light rail station with a twist on our Open Streets Festival to highlight the power of trails to transit!**

Move Redmond will bring together community partners, local businesses and talented performers and artists to celebrate the powerful nexus of using trails to access transit. Our team plans to bring together a steering committee to shape both the opening of light rail and the Open Streets Festival, and put on an amazing celebration of Redmond.

This event would highlight vendors along the Redmond Central Connector Trail that directly serves Downtown Redmond Station and will connect to the Eastrail. We would also activate 164th street between 76th and Cleveland Street directly in front of the station. The Signals installation would be home to a main stage with performances and music.

Please help us achieve this vision by continuing sponsorship of Move Redmond's Open Streets Festival: Trails 2 Transit



Move Redmond 2 Line Opening - Overlake Village Station

PREMIER SPONSORSHIP TIERS



\$100K Open Streets Title Sponsor

- Company Name in Title used in all promotions of event
- Company Name included in Radio Ad Copy
- Stage named after organization
- Opportunity for custom activation
- Logo printed on all custom giveaway
- Opportunities to support local performers
- Employee & group volunteer opportunities
- Larger logo printed on all collateral and event maps
- Larger Size Logo on printed materials
- Logo on stage banner
- Logo on all printed posters
- Customized “Thank You” promotion on social media
- 10x10 space at event
- Logo on shareable video

\$50K Open Streets Festival Presenting Sponsor

- Stage named after organization
- Opportunity for custom activation
- Logo printed on all custom giveaways
- Opportunities to support local performers
- Employee & group volunteer opportunities
- Larger logo printed on all collateral and event maps
- Larger Size Logo on printed materials
- Logo on stage banner
- Logo on all printed posters
- Customized “Thank You” promotion on social media
- 10x10 space at event
- Logo on shareable video

\$25K Open Streets Partner Sponsor

- Opportunity for custom activation
- Logo printed on all custom giveaways
- Opportunities to support local performers
- Employee & group volunteer opportunities
- Larger logo printed on all collateral and event maps
- Larger Size Logo on printed materials
- Logo on stage banner
- Logo on all printed posters
- Customized “Thank You” promotion on social media
- 10x10 space at event
- Logo on shareable video

SPONSORSHIP TIERS

\$15K Open Streets Champion

- Employee & group volunteer opportunities
- Larger logo printed on all collateral and event maps
- Larger Size Logo on printed materials
- Logo on stage banner
- Logo on all printed posters
- Customized “Thank You” promotion on social media
- 10x10 space at event
- Logo on shareable video

\$3k Open Streets Supporter

- Larger Size Logo on printed materials
- Logo on stage banner
- Logo on all printed posters
- Customized “Thank You” promotion on social media
- 10x10 space at event
- Logo on shareable video

\$1,000 Move Redmond Supporter

- Customized “Thank You” promotion on social media
- 10x10 space at event
- Logo on shareable video

\$6,000 Open Streets Advocate

- Larger logo printed on all collateral and event maps
- Larger Size Logo on printed materials
- Logo on stage banner
- Logo on all printed posters
- Customized “Thank You” promotion on social media
- 10x10 space at event
- Logo on shareable video



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

Reach out to Kelli Refer at
Kellir@moveremond.org

SPONSORSHIP TIERS SUMMARY

Sponsor Level	\$100K Title Sponsor	\$50K Presenting Sponsor	\$25K Partner Sponsor	\$15K Champion Sponsor	\$6K Open Streets Advocate Sponsor	\$3K Open Streets Supporter	\$1K Move Redmond Supporter
Logo on shareable Video	X	X	X	X	X	X	X
10x10 Exhibition Space at event	X	X	X	X	X	X	X
Customized "Thank You" Promotion on Social Media	X	X	X	X	X	X	X
Logo on all printed posters	X	X	X	X	X	X	
Logo on Stage Banner	X	X	X	X	X	X	
Larger Size Logo on Printed Materials	X	X	X	X	X		
Larger Logo printed on all collateral and event maps	X	X	X	X			
Employee & group volunteer opportunities	X	X	X	X			
Opportunity to support local performers	X	X	X				
Logo printed on all custom giveaways	X	X	X				
Opportunity for custom activation	X	X	X				
Stage Named After Organization	X	X					
Company name included in Radio Ad Copy	X						
Company Name in Title used in all promotions of event	X						

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