Motion: To approve contributing $60,000 from East Village Placemaking funds towards the East Village Landmark Sign, on approval of the East Village Residence Group.

Handout Includes:
Letter of request from East Village Association Page 1
Letter of support from East Village Residence Group Page 2
East Village Landmark Sign Background Information Page 3
Cost Estimates Page 4
Project Timeline Page 13
Landmark Sign Partnership Opportunities Page 14
October 24, 2016

Kris Michel, CEO, Downtown San Diego Partnership and
Alonso Vivas, Executive Director, Clean & Safe Program – sent electronically

Dear Kris and Alonso:

The East Village Association (EVA) is the nonprofit that manages the East Village Business Improvement District representing more than 700 businesses and about 13,000 residents. As you may know, the EVA has been working on creating a Landmark Sign to brand the East Village district. East Village will be a part of the long-standing San Diego tradition of identifying neighborhoods with a community sign.

The EVA respectfully requests $60,000 in placemaking funds to be used to for construction materials. The EVA is in the process of securing a permit to erect the sign. Once the permit is secured, fabrication can begin. The estimated time frame for completion is February or March 2017 depending upon the permit process.

Please review the attached partnership opportunities brochure that provides information on the EVA Landmark Sign project and various partnership levels. Placemaking funds would be appropriate for this project.

Thank you for taking the time to review and to consider this important milestone for East Village. The Landmark sign will create a sense of community and mark East Village as San Diego’s largest urban neighborhood.

Please contact me or Lisa Lem, Executive Director at Board@EastVillageSanDiego.com or (619) 546.5636 if you have need more information.

Kind regards,

David Hazan, EVA President

and Lisa Lem, Executive Director

Attachments
Good afternoon Kris,

EVRG is aware that placemaking funds may be used for the Landmark Sign project. It is, therefore, EVRG’s desire to provide this letter of support for the use of $60,000.00 from the placemaking funds for the East Village Landmark Sign Project sponsored by the East Village Association.

The community sign will be an important milestone in the evolution of San Diego’s largest urban neighborhood.

Please contact me if you need further information.

Best regards,

Joan Wojcik, President
East Village Residents Group
eastvillageresidentsgroup@yahoo.com
1. What is the cost of the sign?

Estimated cost as of 10.1.16 is **$524,249.00**

2. How much has been raised thus far?

Since April 2014, **$194,557** has been raised from special event proceeds, the East Village-opoly game, mixers, workshops, donations, and various fundraisers.

3. When is the sign going to be installed?

The EVA has filed for the required permit to the City of San Diego Development Services Department. Pending permit approval, the sign will be fabricated and then installed. The estimate time frame for installation is March 2017.

**General Recognition for Placemaking Funds**

**Monument (Presenting Level) Sponsor**

- Sponsor Plaque on the sign TBD*
- Name and logo on 20-EVA branded street banners for one year (in compliance with street banner ordinance)
- Inclusion in marketing collateral and press releases
- Inclusion in promotional materials (flyers, posters, invitations)
- Inclusion on ribbon-cutting event signage
- Inclusion on special Landmark Sign page on EastVillageSanDiego.com website
- Inclusion on online marketing channels: eNews and EVA social media channels
- Recognition in radio, print, and online media when sign is installed
- Live recognition at ribbon cutting event
- One full page ad in EVA Land Sign commemorative program
- Framed photo of Landmark Sign
- One East Village-opoly game
- Admission to ribbon cutting celebration after party TBD

*pending City of San Diego permit
# Contract Estimate

**ESTIMATE #** 2915  
**DATE** 7/13/2016

---

**East Village Association**  
Lisa Lem

---

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<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Qty</th>
<th>Rate</th>
<th>TOTAL</th>
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<tr>
<td>Crane</td>
<td>Extra Crane work for different pole installation and costs for poles. CHANGE ORDER</td>
<td>4</td>
<td>1,155.00</td>
<td>4,620.00</td>
</tr>
<tr>
<td>Labor</td>
<td>12 ton crane per post install due to different install method. Price is per pole. Cost is 4 hrs at 165.00 per pole with Outrigger costs at 165.00 for 3 hours for each pole. Due to structural changes</td>
<td>108</td>
<td>55.67</td>
<td>6,012.36</td>
</tr>
<tr>
<td>Labor</td>
<td>Extra hours of labor for on site coordination and supervision. 3 Men at 36 hours each for all poles. 55.67 per hr. due to structural changes</td>
<td>3</td>
<td>720.00</td>
<td>2,160.00</td>
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<tr>
<td>Post</td>
<td>Added days of lane closures for Concrete set up time. 3 added days. due to structural changes</td>
<td>1</td>
<td>18,295.00</td>
<td>18,295.00</td>
</tr>
<tr>
<td>Credit</td>
<td>14' diameter pole costs for all 4 poles. due to Structural changes. Please see attached quotation Credit of original poles. please see attached quote and specs for poles. prices were averaged for price.</td>
<td></td>
<td>-5,036.00</td>
<td>-5,036.00</td>
</tr>
</tbody>
</table>

---

**TOTAL** 26,051.36
QUOTATION

No: 45  CU-227047

Quoted By:
.

TUBE SERVICE CO. 45
1571 North Johnson Avenue
El Cajon, CA 92020
Tel: 619 579-3011 Fax: 619 447-5572

Quoted To: (28690)   Quoted Ship To: (0)
SIGN AGE IDENTITY SYSTEMS INC   SIGN AGE IDENTITY SYSTEMS INC
9962 PROSPECT AVE - SUITE J   9962 PROSPECT AVE - SUITE J
*** DO NOT MAIL ***   *** DO NOT MAIL ***
SANTEE, CA 92071   SANTEE, CA 92071

Trm     ***** C.O.D. *****  Qtd 30Jun16 Qte Ref
Frt OUR TRUCK      Via      FOB
Tel 619-596-6150 Fax  Ctc DARREN
Slp CODY WILKERSON - 42 JOHN TRABUE

============================================================================

QUOTATION  QT No: 45  CU-227047

1 CARBON STEEL PIPE WELDED
14" X .500W XH X 516.0000"
* 7-10 DAYS FOR DELIVERY
* 43'- 44' RANDOM LENGTHS
* A106 GRADE B

MATERIAL  DELIVERY CHARGE
172 FT @  106.2500 FT  18,275.00  20.0000 LOT  20.00

============================================================================

Order Totals: 1 Items  12399 LBS

******************************************************************************
Material  Processing  Freight  Other  Taxes  ORDER AMT
18,275.00    20.00
******************************************************************************

Page: 1  ... Last
CED - SANTEE  
8406 MAGNOLIA AVE. N. STE. H  
SANTEE CA 92071  
TEL: 619 562-3004 FAX: 619 562-4923

CONTACT: NICOLE KILLION

QUOTE FOR: COD 1963 A  
ACCT #: LA-00032 COD 1963 A

SHIP NAME: DARREN MAHONEY - SIGN AGE  
RETURNS REQUIRE PRE-AUTHORIZATION  
SPECIALS SUBJECT TO MANUF. RESTOCK  
SANTEE, CA 92071

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<thead>
<tr>
<th>LN</th>
<th>QTY</th>
<th>MFR</th>
<th>CATALOG #</th>
<th>DESCRIPTION</th>
<th>PRICE</th>
<th>UOM</th>
<th>AMT</th>
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<tr>
<td>01</td>
<td>4</td>
<td>MISC</td>
<td>CPS2120739</td>
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<td>1,590.75</td>
<td>E</td>
<td>6,363.00</td>
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<tr>
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<td>4</td>
<td>MISC</td>
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<td>928.75</td>
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<td>03</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>04</td>
<td></td>
<td></td>
<td></td>
<td>SHIPS FROM MICHIGAN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>05</td>
<td></td>
<td></td>
<td></td>
<td>INCLUDES FREIGHT WITH THESE QUANTITIES</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MDSE: 10,078.00  
TAX: 806.24  
TOTAL: 10,884.24

PLEASE NOTE: THIS IS NOT AN OFFER TO CONTRACT, BUT MERELY A QUOTATION OF CURRENT PRICES FOR YOUR CONVENIENCE AND INFORMATION. ORDERS BASED ON THIS QUOTATION ARE SUBJECT TO YOUR ACCEPTANCE OF THE TERMS AND CONDITIONS LOCATED AT SALES.OUR-TERMS.COM, WHICH WE MAY CHANGE FROM TIME TO TIME WITHOUT PRIOR NOTICE. WE MAKE NO REPRESENTATION WITH RESPECT TO COMPLIANCE WITH JOB SPECIFICATIONS.
DRILLED MOUNT OPTIONS

TENON MOUNT OPTIONS

POLE DETAIL

Ø1.00 X 40.00 ANCHOR BOLT

12.00 X 12.00 X 1.00 THK. BASE PLATE

ALLOWABLE WIND LOADING (IN. P.L.)

WIND
80 MPH 90 MPH 100 MPH 120 MPH

83.1 77.9 74.5 65.0

*WITH 1.3 GUST FACTOR
NOTE: BOLT PROJECTION RANGE ABOVE FOUNDATION 3.00 MIN.-3.50 MAX FOR Ø.75 AND 3.50 MIN.-4.00 MAX. FOR Ø.100 WHEN LEVELING NUTS AND GROUT ARE USED.

SET ANCHOR BOLTS AT Ø11.00 BOLT CIRCLE.

WARNING: THE FACTORY WILL NOT HONOR ANY CLAIM FOR INCORRECT ANCHORAGE PLACEMENT CAUSED FROM FAILURE TO USE FULL SIZE FACTORY SUPPLIED TEMPLATES. IT IS POSSIBLE FOR DOWNLOADED FILES TO BE DISTORTED WHEN PRINTING FROM WEBSITE; IT IS THE CONTRACTORS RESPONSIBILITY TO VERIFY ACCURATE MEASUREMENTS.
Name / Address

East Village Association
Lisa Lem

<table>
<thead>
<tr>
<th>Description</th>
<th>Qty</th>
<th>Cost</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>East Village Environmental Graphics: Landmark Oval Sign</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suspended 439,000.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gateway Ring Signage Between 10th and 11th St. on Market</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payment &amp; Performance Bond costs</td>
<td>1</td>
<td>14,250.00</td>
<td>14,250.00</td>
</tr>
<tr>
<td>Topographic &amp; Utilities Survey Showing locations of all utilities.</td>
<td>1</td>
<td>2,200.00</td>
<td>2,200.00</td>
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<tr>
<td>Structural Calculations for sign with 2 changes. Any additional changes</td>
<td>1</td>
<td>12,500.00</td>
<td>12,500.00</td>
</tr>
<tr>
<td>are at 2500.00 per change</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GeoTechnical Report</td>
<td>1</td>
<td>1,800.00</td>
<td>1,800.00</td>
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<tr>
<td>Hazardous Material Survey</td>
<td>1</td>
<td>1,200.00</td>
<td>1,200.00</td>
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<tr>
<td>Management Coordination with City of San Diego &amp; SDG&amp;E to</td>
<td>40</td>
<td>69.20</td>
<td>2,768.00</td>
</tr>
<tr>
<td>Locate power to sign. 40 Hrs</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Submittal charge for Design intent, Schematic Design, Elevations,</td>
<td>1</td>
<td>7,500.00</td>
<td>7,500.00</td>
</tr>
<tr>
<td>Site Utility for source of Power and coordination to avoid conflicts with</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>existing utilities. Samples for contract signage. Full Scale Material</td>
<td>1</td>
<td>2,500.00</td>
<td>2,500.00</td>
</tr>
<tr>
<td>and finish Mock up</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City of San Diego sign permit</td>
<td>1</td>
<td>2,000.00</td>
<td>2,000.00</td>
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<tr>
<td>Sign Co. permit appropriation</td>
<td>1</td>
<td>1,200.00</td>
<td>1,200.00</td>
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<tr>
<td>Traffic Control for 6 days to land Poles and to dig holes</td>
<td>6</td>
<td>1,200.00</td>
<td>7,200.00</td>
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<tr>
<td>City of San Diego sign permit for lane closures for 6 Days</td>
<td>1</td>
<td>1,500.00</td>
<td>1,500.00</td>
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<tr>
<td>Sign Co. permit appropriation for lane closures, drawings and</td>
<td>1</td>
<td>1,500.00</td>
<td>1,500.00</td>
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<tr>
<td>submittals</td>
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<td></td>
<td></td>
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<tr>
<td>City of San Diego sign permit for street closure to install sign. Non Padre</td>
<td>3</td>
<td>14,000.00</td>
<td>42,000.00</td>
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<td>Padre day. 3 day closure. If told to do on Padre day an additional</td>
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<tr>
<td>42,000.00 would be a change order</td>
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<td>Labor for Project Management of Signage Contract</td>
<td>400</td>
<td>95.00</td>
<td>38,000.00</td>
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<td>Concrete work to put sidewalks back to original</td>
<td>4</td>
<td>3,000.00</td>
<td>12,000.00</td>
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<tr>
<td>Concrete Foundations for poles</td>
<td>4</td>
<td>11,000.00</td>
<td>44,000.00</td>
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Total

Customer Signature __________________________

Date | Estimate #
-----|--------
3/8/2016 | 2805
Sign Age Identity Systems, Inc.
9962 Prospect Ave., Ste. J
Santee, CA 92071
CSLB# 782016
(619)596-6150 Ph (619)596-6127 Fax

Name / Address
East Village Association
Lisa Lem

<table>
<thead>
<tr>
<th>Description</th>
<th>Qty</th>
<th>Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labor installation of sign and poles at Prevailing Wage. If Meter is</td>
<td>900</td>
<td>69.20</td>
<td>62,280.00</td>
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<tr>
<td>needed for sign a change order would need to be added. All costs for SDG&amp;E</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>meter and running from meter to 1 pole would be an added cost to contract.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Costs for poles, sign, cable, lighting, power supplies LED lighting</td>
<td>1</td>
<td>220,000.00</td>
<td>220,000.00</td>
</tr>
<tr>
<td>33% x 8% electric sign Lump sum Contract</td>
<td></td>
<td>6.00%</td>
<td>13,200.00</td>
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<tr>
<td>Civil Engineering of sign</td>
<td>1</td>
<td>8,600.00</td>
<td>8,600.00</td>
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Total
$498,198.00

Customer Signature

Date           Estimate #
3/8/2016       2805
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<th>Task Name</th>
<th>Duration</th>
<th>Start</th>
<th>Finish</th>
<th>Predecessors</th>
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<tr>
<td>East Village Association Landmark Sign Project</td>
<td>236 days</td>
<td>Fri 4/22/16</td>
<td>Fri 3/17/17</td>
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<td>Project Kick Off - Complete</td>
<td>0 wks</td>
<td>Fri 4/22/16</td>
<td>Fri 4/22/16</td>
<td></td>
</tr>
<tr>
<td>Complete Design</td>
<td>11 wks</td>
<td>Fri 4/22/16</td>
<td>Thu 7/7/16</td>
<td></td>
</tr>
<tr>
<td>Engineering and Planning</td>
<td>10 wks</td>
<td>Fri 4/22/16</td>
<td>Thu 7/7/16</td>
<td></td>
</tr>
<tr>
<td>Design drawings complete</td>
<td>1 day</td>
<td>Fri 7/8/16</td>
<td>Fri 7/8/16</td>
<td>3,4</td>
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<tr>
<td>Civil Engineering</td>
<td>7 wks</td>
<td>Mon 7/11/16</td>
<td>Fri 8/26/16</td>
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<td>Plan Check submittal</td>
<td>5 wks</td>
<td>Mon 8/29/16</td>
<td>Fri 9/30/16</td>
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<tr>
<td>Review and respond to plan check comments</td>
<td>5 wks</td>
<td>Mon 10/3/16</td>
<td>Fri 11/4/16</td>
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</tr>
<tr>
<td>Utility Scanning and Planning Adjustments</td>
<td>1 wk</td>
<td>Mon 10/10/16</td>
<td>Fri 10/14/16</td>
<td>7FS+1 wk</td>
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<td>Second Plan Check Submittal</td>
<td>5 wks</td>
<td>Mon 11/7/16</td>
<td>Fri 12/9/16</td>
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<td>Permit Issued</td>
<td>0 days</td>
<td>Fri 12/9/16</td>
<td>Fri 12/9/16</td>
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<tr>
<td>City of San Diego Precon Meeting</td>
<td>1 day</td>
<td>Mon 12/19/16</td>
<td>Mon 12/19/16</td>
<td>11FS+1 wk</td>
</tr>
<tr>
<td>Fabrication</td>
<td>9 wks</td>
<td>Mon 12/12/16</td>
<td>Fri 2/10/17</td>
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<tr>
<td>Excavation &amp; Utilities</td>
<td>6 wks</td>
<td>Mon 1/2/17</td>
<td>Fri 2/10/17</td>
<td>13FS-6 wks,12</td>
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<tr>
<td>Pole Installation &amp; Pour Back</td>
<td>2 wks</td>
<td>Mon 2/13/17</td>
<td>Fri 2/24/17</td>
<td>14,13</td>
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<tr>
<td>Attach Cables &amp; Hang Ring</td>
<td>2 wks</td>
<td>Mon 2/27/17</td>
<td>Fri 3/10/17</td>
<td></td>
</tr>
<tr>
<td>Pick up work and punch list</td>
<td>1 wk</td>
<td>Mon 3/13/17</td>
<td>Fri 3/17/17</td>
<td></td>
</tr>
<tr>
<td>Project completion</td>
<td>0 days</td>
<td>Fri 3/17/17</td>
<td>Fri 3/17/17</td>
<td></td>
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</table>
EAST VILLAGE
LANDMARK SIGN
PARTNERSHIP OPPORTUNITIES
EAST VILLAGE LANDMARK SIGN PARTNERSHIP OPPORTUNITIES

LANDMARK SITE

MARKET ST

LANDMARK SITE

MARKET ST

LANDMARK SITE

MARKET ST
About the East Village Association
The East Village Association, In. (EVA) is the nonprofit corporation that manages the East Village Business Improvement District. The EV BID encompasses 130 blocks in downtown San Diego with more than 700 businesses and 13,000 residents.

East Village Landmark Sign Partnership Opportunities

The East Village Association (EVA) is excited to spearhead the creation and installation of a neighborhood landmark sign! EVA’s goal is to complete construction and installation in 2016.

The Landmark Sign is a creative gateway into the East Village community and will be located on Market Street, mid-block between 10th and 11th Ave. Shaped as a giant ring, the sign will encircle the intersection with a look that is modern and urban. The sign was designed by Selbert Perkins; its sleek design captures the vibe of this unique urban district.

The EVA is funding the Landmark Sign through grants, special events, corporate donations, and community donations. Donations are tax-deductible. The current estimate is $500,000. This includes civil and structural engineering, permit process, public outreach meetings, fabrication, installation, etc. Read on to learn more about how your organization can support this exciting endeavor.
Landmark Sign Promotional Plan

- Posters: 250 delivered to East Village and downtown local businesses, schools, and other prominent locations promoting the sign and ribbon-cutting event at a date TBD

- Flyers: 2,000+ distributed throughout the East Village including East Village local businesses, schools, and other prominent locations promoting the sign and ribbon-cutting event at a TBD date

- Postcards: 2,000 distributed via direct mail 30 days in advance of ribbon cutting event

- Print Media: various print publications such as the San Diego Union Tribune and San Diego Magazine

- Television and Radio Media: various local news and radio station coverage of the sign’s unveiling

- Series of paid event advertisements in various local/regional online and print publications

- East Village eNewsletter Announcements: e-newsletter with distribution of more than 2,000

- Ribbon cutting event and press conference

- Widespread social media coverage and online promotions at EastVillageSanDiego.com
Sponsor Levels and Benefits

**Monument (Presenting Level)**

$50,000 (limit four due to four posts)

* Sponsor plaque on the sign (design to be approved by City of San Diego)
* Name and logo recognition on 20 EVA-branded light pole street banners that are placed in the district for up to one year (in compliance with street banner ordinance)
* Logo and company name receives top billing on press releases and marketing collateral
* Logo and company name on all promotional materials
* Logo and name featured prominently on ribbon-cutting event signage
* Inclusion of Logo, company name and link on special Landmark Sign page on EastVillageSanDiego.com
* Top billing of sponsor logo on online marketing channels: eNews and social media channels
* Promotion as one of four East Village Landmark Sign Presenting Sponsors
* Recognition in radio, print, and online media
* Live recognition throughout ribbon cutting event
  - One full page ad in EVA Landmark Sign commemorative program
  - Framed photo of Landmark Sign with sponsor recognition
  - One East Village-opoly game
Why Have a Landmark Sign?

East Village will be part of the long-standing tradition of welcoming locals and visitors to the district with a Landmark Sign. Since the 1940’s, communities in San Diego have erected lit signs to identify their neighborhoods. The signs create a sense of the community pride and act as a visual focal point for the thriving entrepreneurial spirit of the area. The East Village Landmark sign will distinguish the East Village district as distinct from surrounding neighborhoods, and mark EV as one of San Diego’s important destinations.
OUR MISSION & VISION

EVA’s mission is to support and promote East Village businesses by establishing our community as San Diego’s livable urban village.

EVA’s vision: East Village will be recognized as San Diego’s vibrant, diverse, urban community where residents and the entrepreneurial spirit thrive—a distinct mix of arts, culture, education, and entertainment.
**Gatekeeper (Major Sponsor)**

$25,000 (limited)

- Name and logo recognition on 10 EVA-branded light pole street banners that are placed in the district for six months (in compliance with street banner ordinance)
  - Prominent placement of logo on press releases and marketing collateral
  - Logo and company name on all promotional materials
  - Logo and name featured prominently on ribbon-cutting event signage
  - Inclusion of Logo, company name and link on special Landmark Sign page on EastVillageSanDiego.com
  - Prominent placement of sponsor logo on online communication: eNews and social media channels
  - Recognition in radio, print, and online media
  - Live recognition throughout ribbon cutting event
  - One half page ad in EVA Landmark Sign commemorative program
    - Framed photo of Landmark Sign with sponsor recognition
    - One East Village-opoly game
Sponsor Levels and Benefits

Beacon (Supporting Sponsor) $10,000 (limited)
- Inclusion in press releases and marketing collateral
- Logo and company name on all promotional materials
- Logo and name featured on ribbon-cutting event signage
- Inclusion of Logo, company name and link on special Landmark Sign page on EastVillageSanDiego.com
- Inclusion of sponsor logo on online communication: eNews and social media channels
- Recognition in radio, print, and online media
- Live recognition throughout ribbon cutting event
- One quarter page ad in EVA Landmark Sign commemorative program
- Framed photo of Landmark Sign with sponsor recognition
- One East-Village-opoly game

Milestone (Contributing Sponsor) $5,000
- Inclusion in marketing collateral
- Clickable logo on Landmark Page on EastVillageSanDiego.com
- Name included on ribbon cutting event signage
- Recognition in select print and online media
- Inclusion in EVA eNews and social media channels
- Company name included in EVA Landmark Sign commemorative program
- Framed photo of Landmark Sign with sponsor recognition
- One East Village-opoly game
**Touchstone (Sustaining Sponsor)**

$2,500

- Clickable logo on Landmark Page on EastVillageSanDiego.com
- Name included on ribbon cutting event signage
- Inclusion in EVA eNews and social media channels
- Company name included in EVA Landmark Sign commemorative program
- Framed photo of Landmark Sign with sponsor recognition
- One East Village-opoly game

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**Groundbreaker (Community Sponsor)**

$1,000

- Clickable logo on Landmark Page on EastVillageSanDiego.com
- Inclusion in EVA eNews and social media channels
- Name included on ribbon cutting event signage
- Company name included in EVA Landmark Sign commemorative program
- One East Village-opoly game
EAST VILLAGE LANDMARK SIGN PARTNERSHIP OPPORTUNITIES

Sponsorship Levels can be customized with the following options:

- East Village Landmark Commemorative program advertisements
- East Village street banners
- East Village digital marketing channels (eNews and social media)
- Tickets to upcoming East Village events such as East Village Opening Day Block Party and EVA Awards at the UnGala
- East Village ribbon cutting celebration and after party tickets (TBD)

Please contact Lisa Lem, EVA Executive Director for additional information.
Phone: 619.546.5636      Email: Board@EastVillageSanDiego.com
1041 Market Street, #200, San Diego, CA. 92101

The East Village Business Improvement District is partially funded by the City of San Diego’s Small Business Enhancement Program.
The East Village Association (EVA) is a not-for-profit organization engaged in activities to promote and protect the businesses in East Village San Diego.

Your Company is a company whose services are lawfully marketed in the State of California.

I: PERIOD OF THIS AGREEMENT:
This agreement covers a sponsorship by Your Company to support the successful construction of the East Village Landmark Sign, coordinated and implemented held by the EVA. This agreement covers benefits specified through this package and shall take place during the creation, implementation, and promotion of the Landmark Sign.

II: TERMS OF THIS AGREEMENT:
There will be no refund in the case of inclement weather, acts of nature, acts of terrorism, forfeiture, or by restrictions by government agencies to prolong construction, over which the East Village Association has no control.

III. EVA WILL PROVIDE YOUR COMPANY WITH THE FOLLOWING:
Details indicated in sponsorship package description.

IV: YOUR COMPANY WILL PROVIDE EVA WITH THE FOLLOWING:
Completed Sponsorship Application & Information page; high resolution logo for use in print and online promotional materials; and payment of sponsorship amount, due three weeks from the date this agreement is signed.

IV: PAYMENT:
Please mail payments to: East Village Association, 1041 Market St. #200 San Diego, CA 92101

Monument (Presenting) - $50,000
Gatekeeper (Major) - $25,000
Beacon (Supporting) - $10,000
Other - $ ____________________

Touchstone (Sustaining) - $2,500
Milestone (Contributing) - $5,000
Groundbreaker (Community) - $1000

Sponsorship Application & Information Page