

Sunset Blue on NE 33rd Street Every Sunday since July 19, 2009

SUNSET BLUE - CLOSING NE 33 STREET – FORT LAUDERDALE CITY COMMISSION.

Authorized by the City Commission of Fort Lauderdale on 16 June, 2009 and 15 September 2009, with The North Beach Restaurants & Shops, Inc. (formerly The Galt Ocean Shoppes Improvement Association, Inc.) for Sunset Blue, to be held each Sunday evening from July 19, 2009, 6 PM - 10 PM, in the 3300 block of NE 33 Street and closing NE 33 Street.

What *Sunset Blue* has to offer:

A full street block closed to traffic, every Sunday evening with live entertainment, booth and store shopping, food and beverage, etc. A weekly neighborhood event to benefit all the merchants in the North Beach Restaurants & Shops area and advertised in several media, including print, radio and Internet.

Every merchant in the neighborhood will benefit from this summer weekly event

Consider the benefits of having a presence in this event: Neighborhood visibility, direct contact and/or sales opportunities with residents and visitors who are coming to your neighborhood.

Sunset Blue achieves the hard part of bringing potential customers to the area without the high advertising cost. You only need to be there with us to reach them!

If you are located within the 3300 block of NE 33rd Street:

Please be open! Shops with a presence on Sunday evenings are far more likely to be visited again through the week than the ones who will remain dark and closed. The more active the street will appear to visitors, the more likely they are to return to our neighborhood for shopping and entertainment.

If you are located in the neighboring streets comprising the North Beach Restaurants & Shops area:

Even if your storefront is not located within the closed street block, we want you to be on the street along with us. There will be covered booths available for a most nominal cost, panel and banner spaces near the stage and along the street, and other options for you to benefit directly from this weekly event.

Contacts:

(removed from web form)

Please use the **Contact us** link at the bottom of every page at <http://Destination33rd.com>

Suggested ways to participate:

- Covered spaces on the street
- Panels, banners, etc. during the event
- Coop advertising: Add your business to the event for your share of the cost.
- Sponsor a band.
- Raffles, give-away, etc.
- Pair in with a merchant on the street to share in their storefront access during the event.

We are wide open to other ideas and setups. Talk with us! Indicated costs are per weekly event. You are welcome to participate in any or all of them. All monies collected go directly toward the costs incurred for *Sunset Blue*.

All fees indicated below are per week.

“Participate” - \$25

Option for merchants within the closed block who wish to extend onto the street area without a covered area, but who wish to be part of this event.

10x20 Street booth: \$50

There are about 46 spaces available for vendor booths through the street, 10ft wide by 20ft deep. You can use the space within as you wish (but cannot enclose the area due to fire code). Bring your own canopy, tables, chairs, posters, banners, etc. Electricity is not available.

Stage banner and/or advertising panels: \$25-500

There will be highly visible space in and around the concert stand that we would like to make available for advertising. Bring your banner and poster board. Examples: one of the standard poster size panel lined up below the stage for \$25, a banner is \$100, or you could have the whole backstage space with a large banner for \$500 for maximum exposure.

Other poster/banner options: \$25 and up

We can locate posters and banners along the street as well. If you are interested in these options, please contact us to work with you on a good solution.

Advertising Co-op: Many choices!

Sunset Blue will be advertised through several media and we eagerly welcome ad sponsors and coop to increase coverage, visibility and outlets. Let's talk!

All merchants participating will be listed on the Sunset Blue pages of <http://Destination33rd.com> (with a link back to your own web site), on the Sunset Blue page on Facebook assuming we have at least two weeks notice of your commitment to participate.

Get involved and join us, we need your help to make things happen!