

SANTANA ROW

EVENT & MEDIA SHEET



Santana Row FARMERS' MARKET

“Artisans on the Row”

Every Sunday, 11:00 am - 3:00 pm

LOCATION: Park Valencia

DEMOGRAPHICS:

Household Income, 10-mile radius
\$150,000+ = 24%
\$149,999-\$100,000 = 21%

Medium Home Value, 10-mile radius 5846,134

Population, 10-mile radius 1,489,844

Age 25-44 493,149

Ethnicity Breakdown
Caucasion = 53%
Asian = 29%
Two or more Races = 14%
Other = 3%

Average Santana Row Traffic 30,800 customers per day

Average Concert Attendance 350 per concert

EVENT ADVERTISING:

On-property Signs/Collateral (May-October)
5,000 Take Ones on property (May-October)
Website feature on Santana Row website and PCFMA website
Calendar Listings (newsprint and online)
15,000 E-blast Campaign

CONTACTS

Nathan Mitchell
Director,
Business Development
Tel 408.551.4631
Fax 408.241.1185

Collette Navarrette
Marketing Manager
Tel 408.551.2245



APPLICATION TO EXHIBIT / SPONSOR

Farmers' Market "Artisans on the Row"

Company Name: _____

Contact Name: _____ Tel _____ Fax _____

Email: _____ Web Address: _____

Mailing Address: _____ City _____ State _____ Zip _____

List ALL products/services to be displayed and featured: _____

Attach three (3) photographs of your product with your application
(Not applicable if your website has images)

REQUIREMENTS:

- All products must be original works of art
- All artists are required to provide their own table, chair and linens for set up. Space location may change depending on artisans reservation date and frequency of attendance. A 10' x 10 'tent is permissible. All tents must be properly weighted and approved.
- Display set up must be approved prior to initial participation.

FEES:

- _____ \$100 for one Sunday
- _____ \$75/series of 4 Sundays
- _____ \$50/series of 10 Sundays

Please submit this application by mail or fax to:

Nathan Mitchell—Director, Business Development
3055 Olin Ave., Ste. 2100
San Jose CA 95128
FAX 408.241.1185

* Confirm receipt of this application by calling: 408.551.4631

TOTAL PARTICIPATION FEE: \$ _____

Make checks payable to FRIT SAN JOSE TOWN & COUNTRY VILLAGE

FOR OFFICE USE ONLY:

Date Application Received: _____ Space # Assigned: _____ Assigned by: _____