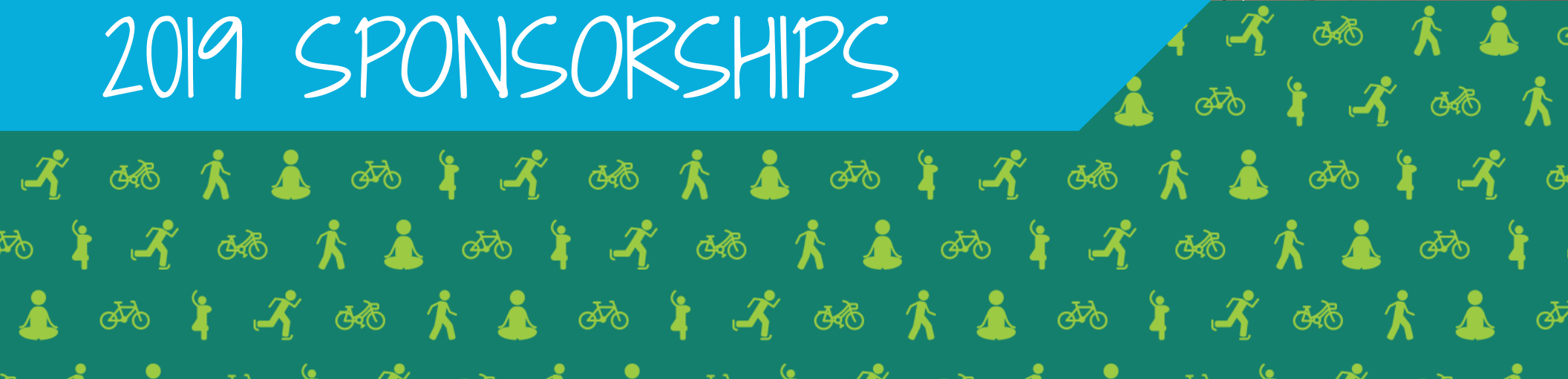




2019 SPONSORSHIPS





a day of car(e) free streets

Open Streets 704 is the largest, free, family-friendly active lifestyle event in Charlotte and Mecklenburg County! Since 2016, semi-annual Open Streets 704 events have drawn more than 100,000 people to participate in a day of car(e) free streets.

what is Open Streets 704?

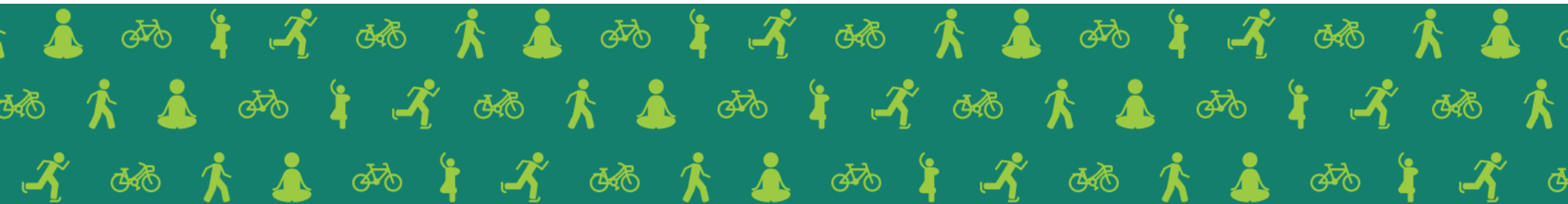
Simply put, Charlotte-Mecklenburg's Open Streets 704 events create a linear park over a +/- 3-mile stretch of city streets by opening the roads to people and closing them to cars for a Sunday afternoon. These "open streets" are programmed with activities, entertainment, music, dancing, food trucks, and more with careful consideration to create easy accessibility and minimal traffic disruption.





connectivity • equity • wellness

No other area-wide event celebrates Charlotte like Open Streets 704 and reinforces the program's core values of connectivity, wellness, and equity. Open Streets 704 events bring people together and strengthen links between Charlotte's diverse communities and neighborhoods. By opening the streets to people instead of traffic, the program provides unique opportunities for physical activity and social engagement. and promotes social equality and diversity in an accessible, safe, and welcoming environment.



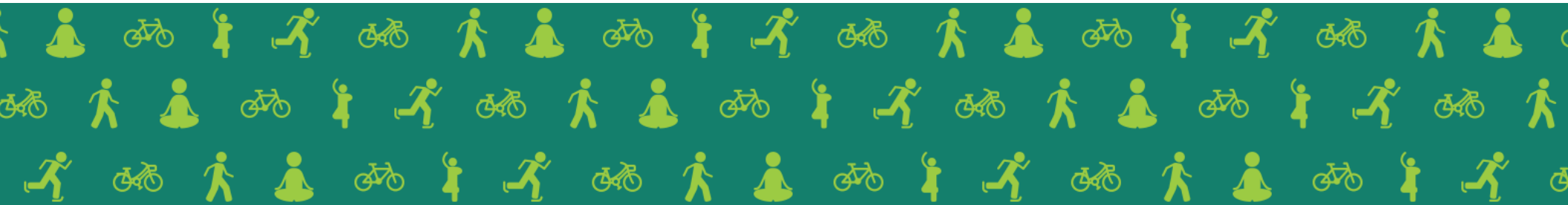


event info

The streets will be OPEN from 1pm to 5pm on Sunday April 28th, 2019! The route for Charlotte-Mecklenburg's seventh Open Streets 704 event covers roughly four (4) miles between Plaza Midwood to NoDa — and all the cool places in between!

Open Streets 704 are held twice annually, once in the spring and once in the fall. Event dates are chosen with historic weather patterns taken into account, as well as other large-scale community events in order to maximize attendance. Average event attendance is 40,000 annually along the event routes.

Open Streets 704 features high-quality programming located along almost the entirety of the route. Rarely is a participant farther than a 5-minute walk or bike ride from the next activity or opportunity to engage. Most activities involve games, arts and crafts, music, or physical activity. Programming continues to evolve beyond children and families, to include older adults or those who may have accessibility issues or language barriers that would prevent them from considering such large-scale participatory events.






Who loves Open Streets 704?


Just about everybody! Our exit surveys show overwhelming support for Open Streets 704 events!

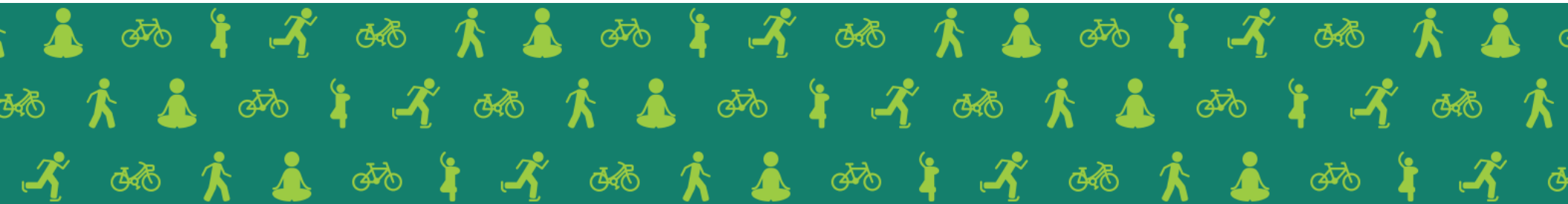


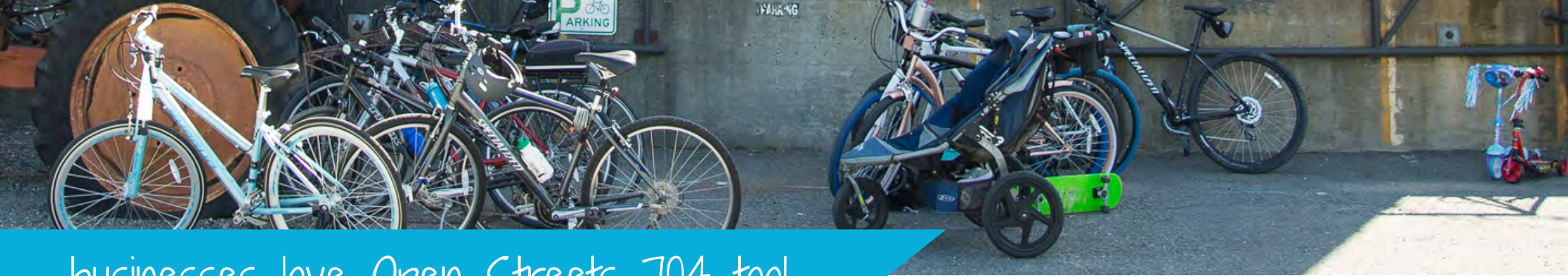
Volunteers tracked 1008 smiles per hour in 2018

 65% said it encouraged them to be more active


96% agree it strengthens our community

 78% are more likely to visit a park or greenway





businesses love Open Streets 704 too!

94%
of businesses
support the
program and
its expansion

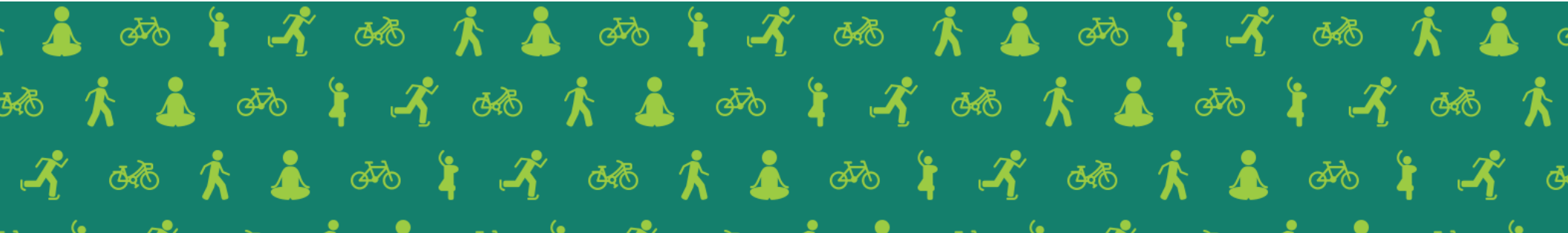


of businesses
say they were
exposed to new
customers due
to Open Streets
704

86%
of business
agree that
Open Streets
704 is good for
business



73%
of participants
learned about
or discovered
a new
business or
service while
at an event





audience profile

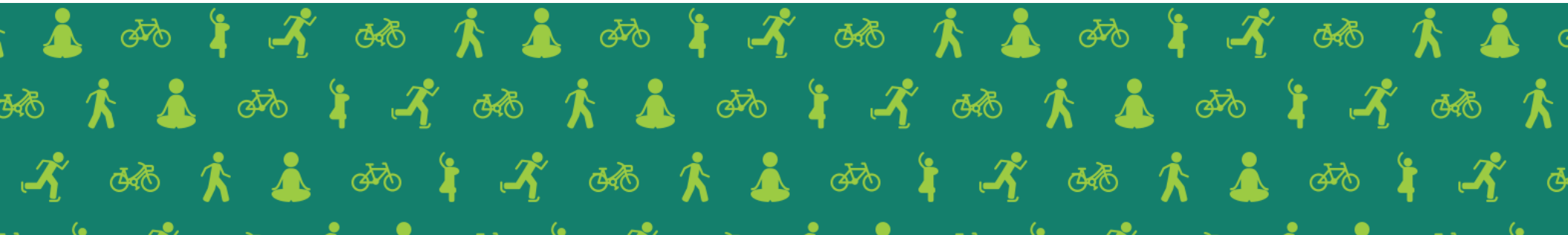
Open Streets 704 events attract an average of 40,000 annually along the event routes, over two unique and fun-filled events held every year. Survey respondents reflect the following audience profile:

- Primary age range: 20-49
- 45% have children in their group
- 51% identify as black or African-American, Hispanic/Latino, Asian, Native American, or other
- 82% of respondents were from Mecklenburg County
- 45% had travelled to the event via some method other than by car
- 59% heard about the event through social media
- 85% planned to spend money during the event

People want to participate with Open Streets 704 beyond just our semi-annual events! Our social media platforms provide a way to showcase your brand and message in front of an active, engaged, and community-minded audience 365 days a year!

Social media audience:

Facebook: 5900 · Instagram: 3000 · Twitter: 600





activation opportunities

How do YOU want to get in front of our active, engaged, and diverse audience? Open Streets 704 can create a sponsorship package that's as unique as your business, brand, or corporate mission. Whether you'll want to sponsor the entire event, host a unique day-of activity, or sponsor branded content over our social media and email platforms, there's a way for you to be a part of Open Streets 704. Got a great sponsorship idea, or still trying to figure out how to make the most of Open Streets 704? Let's get together!

contact

Ready to be a part of Charlotte's favorite Sunday Funday?

Contact Eleanor Shell: eleanor@openstreets704.com or 704.765.2353

