



Second Annual Holiday Venice Sign Lighting Block Party to Take Place Friday, December 6th

The Venice Chamber of Commerce is pleased to announce the **second annual Venice Sign Holiday Lighting and Windward Crawl for Friday, December 6, at the Venice Sign on Windward Avenue**. Festivities will begin at 6:00 p.m. with a pre-lighting ceremony beginning at 7:45 p.m. and the actual lighting at 8:00 p.m. Councilperson Mike Bonin and special celebrity guest will pull the switch and change the Venice Sign colors to Red and Green. Last year's event was a tremendous success with actor [Robert Downey Jr.](#) helping to light the sign.



The City of Los Angeles will once again close Windward Avenue east of Pacific Avenue and have a stage for bands and holiday music. Again, as we did last year, we are asking merchants in close proximity to the sign to participate by decorating their locations with holiday lights and offering specials to visitors who are attending the event.

A limited number of tables are available for those who pledge early as a sponsor at the Presenting or Event Supporter levels (see below for all sponsor opportunities). There may be some tables available to purchase "a la carte" by groups selling goods (\$125) or for non-profit organizations (\$25).

As a member of the Venice Chamber and the Venice business community, we invite you to join us and we welcome your support. Please reply as soon as possible with your interest in participating in this annual Venice tradition along with your pledge to Donna Lasman at the Venice Chamber (info@venicechamber.net) or Daniel Samakow (daniel@jamesbeach.com). To be included in all event material, please submit your payment and logos no later than 11/20/2013.

We are also pleased to once again partner with **the Muscle Beach Toy Drive**, Venice Beach's annual event in concert with the LAPD Pacific Division. For local merchants, please consider setting out a toy collection box to be used for collecting unwrapped toys that will be delivered to children by the LAPD Pacific Division. During the event, merchants are encouraged to offer a special discount in exchange for donating a toy. Please contact Joe Wheatley (joemusclebeach@yahoo.com) as soon as possible to arrange for the delivery of a box at your location. Boxes will be collected on December 7 and 8.

The Venice Sign, a federally registered trademark of the Venice Chamber of Commerce and Venice's most iconic symbol, attracts thousands of tourists to Venice. The Venice Chamber is working on replacing the regular single color bulbs with color changing LED bulbs that will make it easier for the Chamber to change the colors of the bulbs for all future events. These bulbs will allow the Chamber to remotely change the sign's colors throughout the year at no additional cost, such as red for Valentine's Day, green for St. Patrick's Day, and many others. A portion of the money we raise from this event will go toward upgrading the sign.

We welcome your ideas. Thank you for your interest and support.

Warm Regards,

Daniel Samakow
Co-Chair, Windward/Boardwalk Committee
Venice Chamber of Commerce

Grant Turck
Executive Director
Venice Sign Holiday Lighting & Windward Crawl

Sponsor opportunities on page 2

2013 VENICE SIGN HOLIDAY LIGHTING SPONSORSHIP LEVELS

P.O. Box 202, Venice, CA 90294
www.venicechamber.net
Phone: 310.822.5425 Email: info@venicechamber.net

- Please make checks payable to the Venice Chamber of Commerce and mail to P.O. Box 202, Venice, CA 90291 no later than 11/20 to guarantee inclusion on printed event materials.
- Please email logo artwork no later than 11/20 to Donna Lasman at info@venicechamber.net

Presenting Sponsor - \$600 (limited by space to 4):

- Listed on Official Event Posters in text form as a presenting sponsor directly above or under the event name in substantially the form: "the Second Annual Venice Sign Holiday Lighting & Windward Holiday Crawl Presented By: ...
- Large logo** (approx. 4" wide) at the bottom of the Official Event Posters
- Listed on Official Event Postcards in logo** form as a presenting sponsor directly above or under the event name in substantially the form: "the Second Annual Venice Sign Holiday Lighting & Windward Holiday Crawl Presented By: ...
- Listed on Official Event Banner in logo** form as a presenting sponsor. Banner to be displayed at corner of Abbot Kinney Blvd. and Venice Blvd. beginning 11/21.
- Listed on all press materials in text form as a presenting sponsor.
- One (1) Presenting Sponsor Table on Windward Avenue to use as you wish during event
- One year free membership in the Venice Chamber of Commerce (valid for new Chamber members only)

Event Supporter - \$300:

- Medium logo** (approx. 2" wide) at the bottom of the Official Event Posters in section designated to Event Supporters
- One (1) Event Sponsor Table on Windward Avenue to use as you wish during event (limited to first ten sponsors at this level)
- Listed in text form at the bottom of the Official Event Postcards as an Event Supporter

Friend of the Venice Sign - \$100:

- Listed in text form at the bottom of the Official Event Posters in section designated to Friends of the Venice Sign