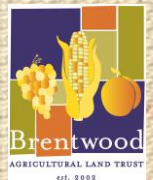


# THE STREETS OF BRENTWOOD







The Streets of Brentwood (TSOB) is partnering with the City, Harvest Time, Brentwood Grown, Downtown's Business Coalition group, and other Brentwood prominent organizations to promote our community's U-Pick Program.

The Streets of Brentwood is investing over 85% of our summer marketing budget for this campaign in advertising, tour, and collateral development.

Your business and The Streets success is contingent upon our City's popularity, and cannot be accomplished without everyone's participation and cooperation.





# *Brentwood U-Pick*



Coming in Spring 2015

The U-Pick Tour program is designed to position Brentwood as one of the must-visit places in the Bay Area, for tourists and locals.

The tour directs visitors to The Streets of Brentwood as the starting and ending point, Downtown for novelty shopping and mimosas, and to local u-pick farms as the main attraction - to pick their own fresh fruits of the week.





# Tour Dates

There will be two scheduled Saturday tours each month beginning May 9 through July 25, 2015.



- Saturday, May 9
- Saturday, May 23
- Saturday, June 6
- Saturday, June 20
- Saturday, July 11
- Saturday, July 25

Mother's Day Weekend  
Weekend before Memorial

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Father's Day Weekend  
Harvest Time Festival Weekend???

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# U-Pick Tour Schedule...in progress

	MAY 9	MAY 23	JUNE 13	JUNE 20	JULY 11	JULY 25
Apricots	X	x	x	x	X	x
Apriums	x	X	x	x	x	x
Berries	X	X	x	x	x	X
Cherries	x	x	x	x	x	x
Corn			X	X	X	X
Melons			X	X	X	X
Nectarines	x	X	x	X	x	x
Peaches	x	X	X	x	x	x
Pears					X	X
Plums	X	x	x	X	x	x
Pluots	X	x	X	x	x	x
Strawberries	X	X	X	X	X	X

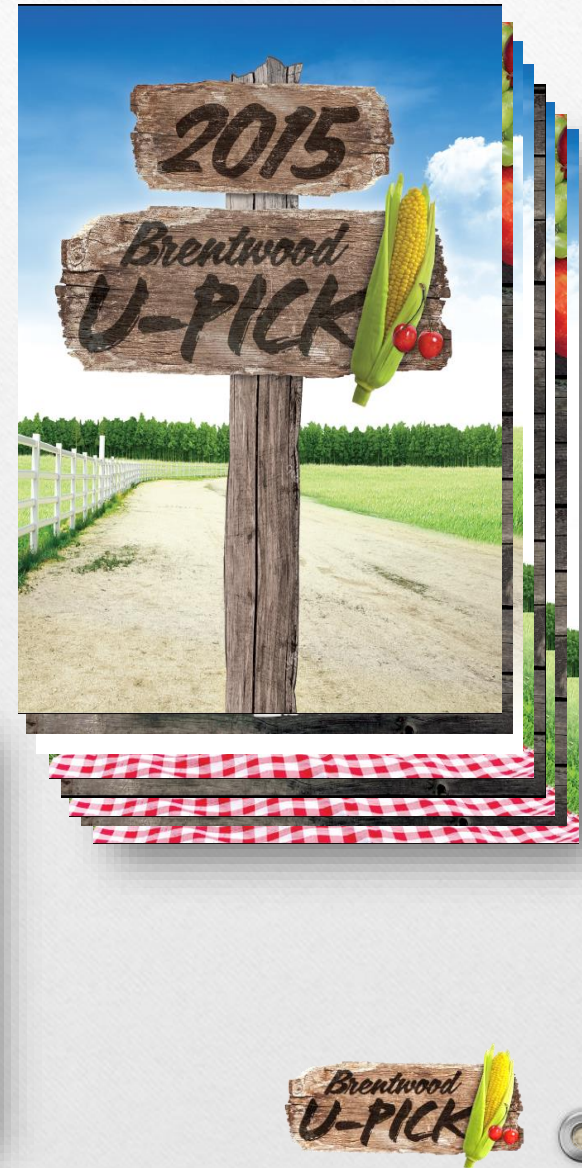




# Tour Process

Visitors are directed to:

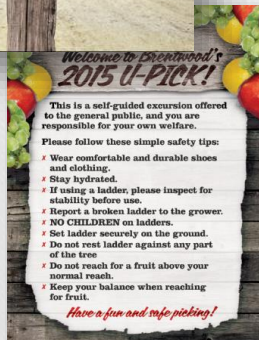
- [ShopStreetsOfBrentwood.com/U-Pick2015](http://ShopStreetsOfBrentwood.com/U-Pick2015)
- Register at the site for specific date
- Start at The Streets to receive tour packet
- Encouraged to visit at least five (5) participating locations to receive a special gift from The Streets





# U-Pick Guide & Offers Booklet

front cover



inside front cover

page 1



Validate your tour card on the back cover from any 5 participating farm(s), store(s), or restaurant, then mail-in to receive this gift.



behind page 1

tour routes



behind each page henceforth

farm info



behind each page henceforth

inside back cover: postcard



back cover: redemption card





# Advertising



Comcast



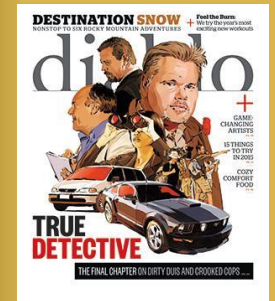
Direct TV



Bay Area News Group



Where Magazine



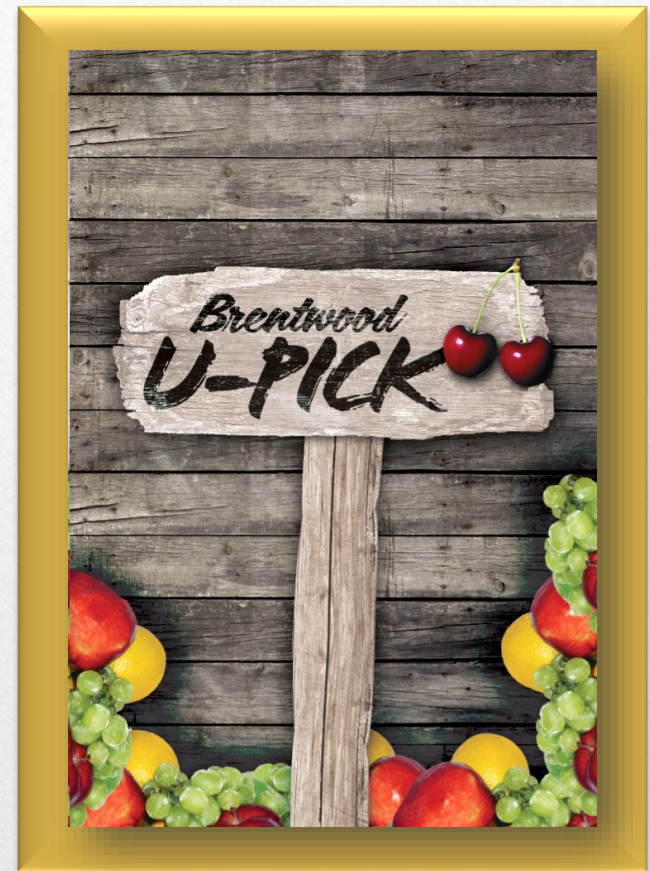
Diablo Magazine





# Digital Elements

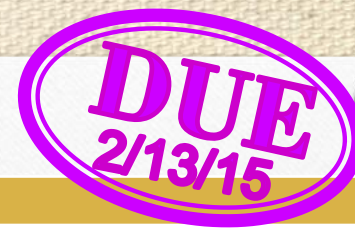
- Social Media Advertising
  - April to June advertising
  - Distributed throughout the Bay Area
- E-Blasts
  - Bi-Monthly distribution
  - Over 5,000 members
- EastCountyToday.net
  - April to July advertising
  - Over 4,000,000 views per month
- The Streets of Brentwood Center Messaging
  - 15 sec. hourly announcements from April to July







# Farm Participation Form



## CONTACT INFORMATION

Farm Name :	Phone :	Web Address :
Contact Name :	Title :	Cell Phone :
Address :		

☐ My farm would like to participate, and is available for the U-Pick Tour for the following fruit/nut/vegetable on these tour dates:  
Saturdays, 9:00 am – 3:00 pm    **5/9, 5/23, 6/6, 6/20, 7/11 or 7/25**

Fruit	Tour Date(s)	Fruit	Tour Date(s)	Fruit	Tour Date(s)	Fruit/Nut/Vegetable	Tour Date(s)
<input type="radio"/> Apricots		<input type="radio"/> Corn		<input type="radio"/> Pears			
<input type="radio"/> Apriums		<input type="radio"/> Melons		<input type="radio"/> Plums			
<input type="radio"/> Berries		<input type="radio"/> Nectarines		<input type="radio"/> Pluots			
<input type="radio"/> Cherries		<input type="radio"/> Peaches		<input type="radio"/> Strawberries			

☐ My farm would like to participate by offering or providing a service described below on these tour dates: Saturdays, **5/9, 5/23, 6/6, 6/20, 7/11 or 7/25**

**Service Description.** *Please specify times if applicable. You may also submit your description on a separate sheet along with this completed form.*

I understand that my farm's participation for a specific tour date is subject to availability. The Streets of Brentwood will confirm my participation by February 27, 2015 via phone call, email, and snail mail.



\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

**Submit completed form to Noreen James, Sr. Marketing Manager at The Streets of Brentwood no later than Friday, February 13, 2015 by fax, email or snail mail.**

**Fax - 925.516.8507    Email - [njames@redlegacy.com](mailto:njames@redlegacy.com)**

**Mail - 2455 Sand Creek Road, Ste. 148, Brentwood, CA 94513**

