10th Annual Fair Oaks Chicken Festival

Sponsorship Proposal

A presentation of:
The Fair Oaks Recreation & Park District

SATURDAY, SEPTEMBER 19th
10:00 a.m. to 6:00 p.m.
VILLAGE OF FAIR OAKS

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FAIR OAKS
RECREATION & PARK DISTRICT

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Chicken Festival - 9/19/15

Each September the Fair Oaks Recreation and Park District draws over 12,000 people to the Village of Fair Oaks to celebrate our favorite fowl feathered friends! With the aid of sponsorships, this exciting event fills the streets with great music, fabulous food, a craft show, kid's activities and community spirit.

Why Sponsor?

Promote Your Business

Reach a large audience with repeated impressions.

- Your company name and/or logo will appear on all event or program marketing materials, depending on sponsorship level, months in advance, along with all post-event or program appreciation materials.

Participate in a unique opportunity to engage with people from the community.

- Event and program attendees are captive, receptive audiences who have the time to look, listen and hear about your products and/or services. We create a direct path through the event or program that allows for ample room and time for attendees to fully experience your company mission and objectives.

Develop new business contacts.

- Each event and program provides you with a unique networking opportunity to connect with the community.

Demonstrate, sample or test market your product.

- Receive instant responses regarding your product and/or service from event or program attendees.

Build long lasting relationships with community organizations.

- Each event and program is organized and put on by the Fair Oaks Recreation & Park District who believes in "Creating Community through People, Parks and Programs". The Park District is connected to over thirty local groups and organizations that support the Fair Oaks and Sacramento area community.

Make a Difference

Show your company's commitment to the community.

- Each event and program offers a great opportunity for you to show your commitment to the residents of Fair Oaks and the Sacramento area.

Help promote community outreach.

- Each event and program provides a unique opportunity for the community of Fair Oaks and the Sacramento Area to come together. The community has a long tradition of supporting its benefactors.

Types of Sponsorship and Benefits

Sponsorship Levels

Standard sponsorship levels such as Rocky the Rooster, Red Rooster, Henny Penny, and Chicken Little come with standard sponsorship benefits that would benefit the majority of businesses. Please note: Deadlines for select marketing inclusion does apply, inquire for dates and details.

EGGCEPTIONAL SPONSOR $ 5,000

Sponsoring at the Eggceptional Sponsor level will ensure your business as one of a kind. Fair Oaks Recreation and Park District will not solicit sponsorships from like businesses. Eggceptional Sponsorships will only be considered on a first come first serve basis. Benefits will include:

- All ROCKY the ROOSTER benefits in addition to being the one and only business of your kind
- Your logo included on the Fair Oaks Chicken Festival billboard on Sunrise Blvd. for three (3) weeks.

ROCKY the ROOSTER SPONSOR $ 2,500 BENEFITS

- Booth equipped with 10x10 tent, table, and chairs near main stage

Print Media:

- Your logo displayed on over 5,000 "in house" printed event schedules, flyers, posters, banners, etc.
- Your logo displayed on newspaper ads in Sacramento area newspapers, newsletters, etc.

Additional Media:

- Inclusion of your business as sponsor in Radio Ads
- Inclusion of your business as sponsor through select District email blasts
- Announcements of appreciation from the main stage throughout the event
- Company banner posted on the main stage and throughout the event
- Your logo listed on the District website with a link to your business website

Personal Appreciation:

- 5 tickets to the morning pancake breakfast & 5 wristbands to the Kids Park
- 5 Event T-Shirts & VIP Parking for up to 2 cars

CLUCKING SPONSOR - $ 1,000 BENEFITS

- Your logo displayed on over 5,000 "in house" printed event schedules, flyers, posters, banners, etc.
- Booth equipped with 10x10 tent, table, and chairs near main stage
- Company banner posted throughout event
- Logo on the District website
- Announcements at the event

HENNY PENNY SPONSOR - $ 500 BENEFITS

- Logo on select "in house" printed material for event
- Company banner posted throughout event
- Logo on the District website
- Announcements at the event

CHICKEN LITTLE SPONSOR - $ 100 BENEFIT

- Table top display at the main info booth
  (shared booth space for your business's pamphlets, flyers, and cards)

All financial contributions are accepted and appreciated. However, the minimum cost for each sponsorship level must be met to receive the benefits listed below the desired level. (For example, a sponsorship of $ 700 would receive the Henny Penny Sponsor benefits).

Create Your Own Sponsorship- $ 1,000 +

We like to recognize each individual business is unique and may or may not benefit from the standard Sponsorship Levels. By choosing *Create your Own Sponsorship* you and your personal Sponsorship Coordinator are given the freedom to pick and choose what works best for your business. Choose from below the Sponsorship benefits that best fits the needs and budget of your business.

Sponsorship Benefit Menu

- Logo displayed in Select Marketing Material, event schedules, flyers, posters, newspaper ads, etc.
- Announcement of Appreciation on Main Stage throughout the event
- Company Banner posted on the main stage and throughout the event
- Logo listed as sponsor on the District website with a link to your business website
- Five (5) tickets to the morning breakfast
- Five (5) wristbands to the Kids Park
- Five (5) event T-Shirts
- VIP Parking
- Inclusion of your business as sponsor in Radio Ads with 96.9 the Eagle & Radio 94.7

- 5 Minute Speaking Opportunity on stage in between bands
- Logo displayed on the Fair Oaks Chicken Festival billboard
- Inclusion in our email blast (reaches approximately 3,500 people)
- 10x10 booth space (location decided by FORPD staff)
- 10x10 booth space near main stage or your choice
- 10x10 FORPD tent
- Eight (8) foot FORPD table
- Two (2) FORPD chairs
- Four (4) Hay bails
- Social Media Highlight on FORPD pages linked to your website
- Naming Rights of Main Stage
- Other- FORPD is open to other suggestions you may have

Fair Oaks CHICKEN FESTIVAL

YES! I WOULD LIKE TO SPONSOR!

Our business/organization would like to sponsor the
10th Annual Fair Oaks Chicken Festival, September 19th , 2015

Please fill out the following information below and send by mail, email, or fax.

Name of business or organization _____ Phone number _____

Address _____ City, State, Zip _____

Contact Person _____ Email _____

Level of Sponsorship (Please check one)

- ☐ Eggceptional Sponsor $ 5,000
- ☐ Rocky the Rooster Sponsor $ 2,500
- ☐ Clucking Sponsor $ 1,000
- ☐ Henny Penny Sponsor $ 500
- ☐ Chicken Little $ 100
- ☐ Create Your Own Sponsorship $ 1,000 +
  (Please call and speak with Sabrina Bernardo
  to set-up your Create Your Own Sponsorship)

Fair Oaks Recreation and Park District will gladly accept checks, Visa, American Express, and/ or MasterCard.

☐ Check ☐ Visa ☐ American Express ☐ MasterCard

Check Number _____ Card Number _____ Expiration _____

Cardholder's Name (Print) _____ Cardholder's Name (Signature) _____

Please return to Sabrina Bernardo via,
Mail: 4150 Temescal St., Fair Oaks, CA 95628 • Email: sbernardo@fairoakspark.org • Fax: (916) 966- 9863