



*Fair
Oaks*

RECREATION
and
PARK
DISTRICT

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Fair Oaks, CA 95628
(916) 966 – 1036
www.fairoakspark.org

2010

Sponsorship Opportunities



“Creating Community Through People, Parks and Programs!”

www.fairoakspark.org

Fair Oaks Recreation and Park District

Mission

- Strengthen community image and sense of place
- Support economic development
- Strengthen safety and security
- Promote health and wellness
- Foster human development
- Increase cultural unity
- Protect environmental resources
- Facilitate community problem solving
- Provide recreation experience



The Fair Oaks Recreation and Park District offers sponsorship opportunities ranging from the District's largest event, the Chicken Festival, to smaller events and programs provided to the community throughout the year.

Each event and program offered by the District targets a specific audience, allowing you to choose the sponsorship opportunity that best suits your business goals.

Sponsoring is a great way to advertise, an outstanding public image tool and an interactive way to show support for the community.

In-Kind Contributions

The Fair Oaks Recreation and Park District would love to showcase your business through in-kind contributions. In-kind contributions greatly improve the quality of our events and programs and are only limited by your imagination. When you offer an in-kind contribution, we will assign an appropriate dollar amount to your contribution to ensure you get the sponsorship coverage you deserve.

Here are some examples of in-kind contributions:

- Arts and craft supplies
- Decorations
- Gift bags, baskets
- Give-aways, guest favors
- Prizes for raffles
- Professional services
- Entertainment services, D.J.
- Volunteers
- Food (appetizers, snacks, etc.)
- Beverages
- Bus, golf cart, shuttle, etc.
- Photography services, photos
- Theme décor, props
- T-shirts, tote bags, etc.
- Hay bales



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.

CHICKEN FESTIVAL



Each September the Fair Oaks Recreation and Park District draws over 15,000 people to the Village of Fair Oaks to celebrate our favorite fowl feathered friends! Through sponsorship, this exciting event is able to fill the streets with great music, fabulous food, a craft show, kid's activities and community spirit.

Sponsorship Levels

Here are the ways your business will benefit as a Chicken Festival Sponsor:

TITLE SPONSOR - \$5,000 AND ABOVE

- Title sponsor recognition for 2010
- Right of first refusal for the 2011 event
- 10x10 tent, table, and chairs near main stage

Print Media:

- Logo displayed on Sacramento Magazine half page color ad (August & September)
- Logo displayed on over 5,000 event schedules, flyers, posters, banners, etc.
- Logo displayed on all newspaper ads in Sacramento area newspapers, newsletters, etc.

Additional Media:

- Promotion of your business at all 2010 events
- Announcements of appreciation from the main stage throughout the event
- Company banner posted on the main stage and throughout the event
- Logo listing as Title sponsor 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
- 4 Event T-Shirts & VIP Parking for up to two cars

RED ROOSTER SPONSOR - \$1,000

- Logo on all printed material for event
- Company banner posted throughout event
- Table top display space at District Info booth
- Logo on the District website
- Announcements at the event

HENNY PENNY SPONSOR - \$500

- Logo on all printed material for event
- Company banner posted throughout event
- Logo on the District website
- Announcements at the event

CHICKEN LITTLE SPONSOR - \$100

- Logo on District website
- Announcements at the event



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)

EVENTS & PROGRAMS

The Fair Oaks Recreation and Park District is very proud of events and programs they offer to the community. It is through continued sponsor support that the District is able to provide quality recreational opportunities for community members of all ages to enjoy.

Events

Easter “Eggstravaganza”



The annual Easter “Eggstravaganza” is presented by the Fair Oaks Recreation & Park District in partnership with the Fair Oaks Lions Club. This “Eggciting” Easter adventure features a yummy pancake breakfast, a *FREE Easter egg* hunt, carnival games, choo-choo rides, a bounce house, an egg toss contest and much more!!!

Kids Art Festival



KIDS ART is presented by the Fair Oaks Recreation & Park District in partnership with San Juan Unified School District, Fair Oaks Presbyterian Church and Fair Oaks Library. KIDS ART provides an opportunity for kids in grades K-12 to learn a variety of different art forms, both visual and performing. Professional artists will be teaching hands-on clinics and live performances are showcased throughout the day. KIDS ART is a creative event that encourages kids to open their minds and explore their imagination.

Comedy Under the Stars

The Fair Oaks Recreation and Park District, partnered with the Fair Oaks Theater Festival and Laughs Unlimited brings, three fun-filled “Comedy Under the Stars” shows to Fair Oaks each summer. The popular comedy show, located in the outdoor amphitheatre, provides a relaxing and enjoyable evening full of laughs and excitement.



Senior Luau

The Senior Luau is an event produced by the Fair Oaks Recreation & Park District and the Fair Oaks Rotary Club. This event allows senior citizens in the Fair Oaks community to come together to socialize in a friendly and enjoyable environment, while experiencing a Hawaiian luau.



Community Garage Sale

Every spring, the Fair Oaks Recreation and Park District provides sixty one booth locations for community members to sell their unique goods to the public. The community garage sale is one of the largest community garage sales in the area, is well attended and provides a variety of great deals.



It’s My Park Day!

Each year the Fair Oaks Recreation and Park District gathers together in all of the District parks to work with volunteers on making our parks even more beautiful. The day consists of planting, clean-up, painting, repairs, and much more. District employees, along with hundreds of volunteers, work together on this day to clean-up our parks. At the end of the day the District presents an afternoon BBQ and live entertainment to show our appreciation.

Programs



Adult Sport Leagues

The adult sports leagues offered by the Fair Oaks Recreation and Park District include softball and basketball. These leagues provide adults in our community the opportunity to stay active and healthy, while enjoying a bit of friendly competition.

Youth Sports

The Fair Oaks Recreation and Park District provides a variety of sport opportunities for the youth. These opportunities include Junior NFL flag football, skateboarding lessons, karate lessons, tennis lessons, soccer classes, basketball camp and Tiny Tot sport classes.



Fair Oaks Summer Camp

For nine weeks in the summer, the Camp Fair Oaks staff leads campers, ages 5-12, in a variety of engaging daily activities. These activities include crafts, board games, group activities, cooking, physical activities and field trips. At camp the goal is to help children gain an understanding and appreciation for nature, culture and creativity through fun-filled experiences.

Program for Active Senior Adults (P.A.S.A.)

P.A.S.A. is a fun and social organization designed to promote wonderful recreation activities for senior adults and seniors-in-training. P.A.S.A. meets three Wednesdays each month for social activities including Bingo, potlucks and occasional guest speakers.



Fair Oaks Youth Advisory Board (FOYAB)

FOYAB is a youth oriented program designed to foster leadership skills while providing programs and events that benefit the community. The events put on by FOYAB include The Senior Citizens Ball, Father-Daughter Dance, Mother-Son Dance, Teddy Bear Tea Party, Cookies with Santa and Share the Spirit.

Sponsorship Levels

Here are the ways your business will benefit as an event or program sponsor:

GOLD SPONSOR - \$600 and above

- Company banner posted at the event/program
- A 10 x 10 booth when sponsoring an event or a table top display at the District office when sponsoring a program
- Your logo on the District website for one calendar year
- Logo on all printed material for the event/program
- Announcements at the event

SILVER SPONSOR - \$300

- A 10 x 10 booth when sponsoring an event or a table top display at the District office when sponsoring a program
- Your logo on the District website up to one month post event or program
- Logo on all printed material for event/program
- Announcements at the event

BRONZE SPONSOR - \$100

- Logo on District website up to one month post event or program
- Logo on all printed material for the event/program
- Announcements at the event

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)

SPONSORSHIP DEALS

Deal #1:

2010 District Partner – \$10,000 and above

Show your support all year! By choosing to become a District Partner your business will be promoted at ALL 2010 Fair Oaks Recreation and Park District events and programs. Becoming a 2010 District Partner is a wonderful opportunity to promote your business and show continual community support.

The following is what you will receive by choosing to become a District Partner:

- Title Sponsor Recognition for all 2010 events and programs
- Right of first refusal for all 2011 events and programs
- 10x10 tent, table, and chairs at each event

Print Media:

- Logo displayed on all printed material for each event and program (Not including District Guide, “The Roost”)
- Logo displayed on Sacramento Magazine half page color ad for Chicken Festival (August & September)

Additional Media:

- Promotion of your business at all events and programs
- Announcements of appreciation during all events
- Company banner posted on the main stage and throughout each event
- Logo listing as District Partner on the District website with a link to your business website

Personal Appreciation:

- Complementary tickets to all events
- Event T-Shirts & VIP Parking



Deal #2:

Sponsor Two, Get One FREE!

Choose to sponsor two events and/or programs and you will receive a \$100 event or program Sponsorship of your choice for **FREE!** Sponsoring multiple events and programs is a great way to get your business noticed by a variety of community members throughout the year.

Please use the provided card and stamped envelope to select the events and/or programs you would like to sponsor and return it to the Fair Oaks Recreation and Park District as soon as possible.



Thank you for supporting your community!

Target Audiences

	Estimated Attendance*	Adults	Families	Active Adults (55+)	Youth	Visitors
EVENTS						
Chicken Festival	15,000	☆	☆	☆	☆	☆
Easter Eggstravaganza	4,000	☆	☆	☆	☆	☆
Kids Art Festival	2,000		☆		☆	☆
Comedy Under the Stars	400	☆		☆		☆
Senior Luau	165			☆		
Community Garage Sale	2,000	☆	☆	☆	☆	☆
PROGRAMS						
Adult Sports	5,000	☆				
Youth Sports	1,000				☆	
Fair Oaks Camp	425				☆	
Program for Active Senior Adults	50			☆		
Fair Oaks Youth Advisory Board	5,000				☆	

* Attendance includes all participants, audiences, and community members who benefit from the event or program. Attendance figures are estimates and are not guaranteed



For further information please contact:

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 (916) 966-1036 ext. 16

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Here are a few of our past sponsors...

