

Fountain Valley Sponsorship Packet

2012





Fountain Valley Special Event Sponsorship Package

Dear Local Business,

The Fountain Valley Community Foundation, in partnership with the Fountain Valley Recreation and Community Services Division, would like to announce our compiled list of special events for 2012. It is our combined goal to improve the quality of life for Fountain Valley residents through programs and events. As popular as our programs are, we are still heavily reliant on the support of local businesses that share our passion for enriching the community.

We have found the program and event schedule for 2011 to be a major success in offering programs and events to the community. With previous business generosity and growing involvement within our community, we have assisted with the successes of 16 major community events and programs.

Like this past year, we are using the Sponsorship Package to help gain outside support for the many events and programs that we facilitate. The package is designed to simplify the sponsorship process for our supporters by allowing them to check off the events that they would like to be involved with and at whichever level they choose. The process will eliminate the hassle of multiple requests throughout the year, while still reserving a sponsorship spot. Even payment becomes flexible, as you can choose to pay for the entire year in one payment or to make payments throughout the year. Whatever the choice, we want it to be easier for you.

We are excited about our 2012 schedule of events and hope that you will partner with us to ensure their continued success and growth. Please take a moment to review our event portfolio. Additionally, payments will be made to the Fountain Valley Community Foundation which is a non profit 501c3 organization providing tax benefits to our sponsors. We hope you take this opportunity to consider supporting and working with the Fountain Valley Community Foundation as we strive to keep Fountain Valley a "Nice Place to Live" and a "Nice Place to Play!"

Respectfully,

Mark Nix
Fountain Valley Community Foundation
(714) 593-4449

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February 11, 2012

Fit to be Square 5K Fun Run / Walk

Title Event Sponsor - (\$1,000) - Limit 3

- Logo printed on registration forms, participant T-shirts, and website
- Name included in all advertisements and press releases
- Cable TV spots
- Four banners throughout event
- Vendor booth at event in premier location
- Verbal recognition over the sound system at event
- Opportunity to pass out paper media throughout the event
- Opportunity to pass out winners gifts

Event Sponsor - (\$500)

- Company included on T-shirts, registration forms, and website
- Name on press releases
- Two banners throughout event
- Cable TV spots
- Verbal recognition over the sound system at event
- Vendor booth at the event

Expo Sponsor - (\$200)

- Verbal recognition over the sound system at event
- Vendor booth at event

Signage - (\$50)

- Company name included on webpage
- Can't make it to the event, let us advertise for you on our shared table

5K Friendship Sponsor - (In-Kind Donations)

- Company name included on webpage
- Promote your company with in-kind donations for participant goodie bags and prizes

Businesses and organizations wishing to support the Fit to be Square 5k Fun Run/Walk with in-kind donations will be considered Event and Expo Sponsors only. Level will be based on the value of the donation and must be equal to or greater than the listed sponsorship level. Title Event Sponsorships are reserved for cash donations only.



Easter Egg Hunt

Easter Egg Sponsor - (\$1,000) - Limit 1

- Company logo included on or in every plastic egg (approximately 12,000 eggs)
- Company logo displayed at event
- Company logo included on marketing materials (flyers will go out to all of the local schools; confirmation will need to be in by February 13)
- Company name in press releases and included on City's webpage
- Vendor booth at event in premier location / 1 table 2 chairs
- Verbal recognition over sound system at the event
- 2 VIP parking passes

Title Sponsor - (\$750) - Limit 5

- Company logo displayed at event
- Company logo included on marketing materials (flyers will go out to all of the local schools; confirmation will need to be in by February 13)
- Company name in press releases and included on City's webpage
- Vendor booth at event in premier location / 1 table 2 chairs
- Verbal recognition over sound system at the event
- 2 VIP parking passes

Event Sponsor - (\$225)

- Company name included on City's webpage
- Verbal recognition over sound system at event
- Vendor booth at the event / 1 table 2 chairs
- 1 VIP parking pass

Commercial Food Vendor - (\$275)

- 2 tables at the event with 2 chairs

Non-Profit Food Vendor - (\$100)

Non-Profit Sponsor - (\$50)

- 1 table 2 chairs
- Organization's name included on City's webpage

Signage Sponsor - (\$50)

- Literature displayed at shared table during event (brochure, flyer, printed material)

Businesses and organizations wishing to support the event with in-kind donations will be considered event sponsors only, based on the value of their donation. Title Event Sponsorships are reserved for cash donations only.



Fountain Valley Summerfest

PLATINUM SPONSORS - (\$5,000+)

- Full page advertisement in Summerfest program
- Company logo on Summerfest marketing materials
- Logo printed in City's *Fountain Pen* brochure and *Fountain Valley Living Magazine*
- Complimentary Summerfest exhibit booth (4 days)
- Four all access carnival passes (wristband) for rides and attractions
- Banner on Summerfest event stage (provided by sponsor)
- Opportunity to place banners throughout areas of event
- Opportunity to pass out paper media throughout Summerfest event

GOLD SPONSOR - (\$2,500)

- Half page advertisement in Summerfest Program
- Company logo on all Summerfest marketing materials
- Logo printed in City's *Fountain Pen* brochure and *Fountain Valley Living Magazine*
- Complimentary Summerfest exhibit booth (4 days)
- Opportunity to place 3 banners throughout areas of event
- Opportunity to pass out paper media throughout the Summerfest event

SILVER SPONSOR - (\$1,500)

- Quarter page advertisement in Summerfest program
- Company name listed on all Summerfest flyers and webpage
- Company name listed in City's *Fountain Pen* brochure and *Fountain Valley Living Magazine*
- Complimentary Summerfest exhibit booth (3 days)
- Opportunity to place 2 banners throughout areas of Summerfest event

BRONZE SPONSOR - (\$1000)

- Quarter page advertisement in Summerfest program
- Opportunity to place 1 banner at event

PEWTER SPONSOR - (\$500)

- Business card size advertisement in Summerfest program
- Opportunity to place 1 banner at event



Fountain Valley Classic Car & Truck Show

CLASSIC CAR SPONSOR - (\$1,000)

- Company logo displayed at Car Show stage
- Company logo included on all Car Show marketing materials (posters, flyers, etc.)
- Company name included on Car Show webpage with link to business website
- Quarter page advertisement in Summerfest program
- Company name included in Car Show press releases
- Complimentary Car Show exhibit booth (1 day)
- Opportunity to place 2 banners throughout areas of Car Show event
- Verbal recognition over sound system at Car Show event
- 2 Car Show T-Shirts
- Opportunity to provide raffle prizes (Summerfest & Car Show)
- Car Show sponsorship plaque
- Opportunity to place information/product in Car Show goodie-bags (Quantity 350)

VINTAGE CAR SPONSOR - (\$350)

- Company name included in all Car Show press releases
- Company name included on Car Show webpage with link to business website
- Complimentary Car Show exhibit booth (1 day)
- 1 company banner displayed within the Car Show event
- Verbal recognition over sound system at Car Show event
- Opportunity to provide raffle prizes (Summerfest & Car Show)
- Car Show sponsorship plaque
- Opportunity to place information/product in Car Show goodie-bags (Quantity 350)

HOT ROD SPONSORS - (\$150)

- Company name included on Car Show webpage – no link to business website
- Complimentary Car Show exhibit booth (1 day)
- Car Show sponsorship plaque
- Opportunity to place information/product in Car Show goodie-bags (Quantity 350)



Senior Expo

Big Kahuna Sponsorship - (\$1,000) - Limit 6

- Reserved Big Kahuna premier booth location
- Company logo displayed on the "Senior Expo" street banners
- Company logo displayed on the Big Kahuna sponsor board at event
- Company logo displayed on event flyer
- Company logo on website
- Company logo on Channel 3 TV slide
- Company name listed in press releases
- Opportunity to provide health screenings
- Raffle opportunity
- Announcement of sponsorship during the event
- 2 tables with table skirts, 4 chairs, and a table sign displaying company name
- 1 electrical outlet

Orchid Sponsorship - (\$750)

- Reserved Orchid booth location
- Company logo displayed on the Orchid sponsor board at event
- Company name listed on website
- Opportunity to provide health screenings
- Raffle opportunity
- Announcement of sponsorship during the event
- 1 table with table skirt, 2 chairs, and a table sign displaying company name

Hibiscus Sponsorship - (\$250)

- 1 table with table skirt, 2 chairs, and a table sign displaying company name
- Opportunity to provide health screenings
- Raffle opportunity

Non-Profit Exhibit Table - (\$100)

- 1 table with table skirt, 2 chairs, and a table sign displaying company name



Concerts in the Park

PRESENTING SPONSOR - (\$2,500) - Limited to 4

- Increased opportunity for exposure during concert filming by PCTA and to be shown on television periodically
- Company logo displayed on stage (banner provided by sponsor)
- Company logo in the *Fountain Pen* (18,800 distributed to every household and most businesses in Fountain Valley)
- Company logo included on marketing materials (posters, flyers, etc.)
- Company name included in press releases
- Company logo included on City's webpage
- Vendor booth at each concert
- 4 VIP parking passes for concert series
- Verbal recognition at each concert event
- Sponsorship plaque

SUPPORTING SPONSOR - (\$1,200)

- Opportunity for exposure during concert filming by PCTA and to be shown on television periodically
- Company name included in the *Fountain Pen* (18,800 distributed)
- Company name included on City's webpage
- Vendor booth at 2 concerts
- 2 VIP parking passes for concert series
- Verbal recognition at each concert event
- Sponsorship plaque

CONTRIBUTING SPONSOR - (\$600)

- Company name included on City's webpage
- Company name included in the *Fountain Pen* (18,800 distributed)
- Verbal recognition at each concert event
- Sponsorship certificate



Movies in the Park

Movie Sponsor - (\$175) - Limit 5 per Movie Event

- Company name on all promotional publications
- Company logo on webpage
- Advertisement on screen at all 4 movies
- Verbal recognition
- Table and chairs at the sponsored movie

Friendship Sponsor - (\$50)

- Advertisement on screen at all 4 movies
- Ad runs a minimum of 3 times.

With your sponsorship, you will receive one PowerPoint slide across the screen. Please provide a copy of your completed slide by July 23, 2012.



Tree Lighting

Title Sponsor - (\$750) - Limit 6

- Company logo displayed on stage
- Company logo included on marketing materials (Flyers distributed to all local schools)
- Company logo on Channel 3 advertisement slides
- Company name included in press releases
- Company name included on City's webpage
- Vendor booth at event in premier location / 1 table 2 chairs
- Verbal recognition over sound system at the event
- 2 VIP parking passes

Event Sponsor - (\$225)

- Company name included in press releases
- Company name included on City's webpage
- Verbal recognition over sound system at the event
- Vendor booth at the event
- 1 table 2 chairs

Commercial Food Vendor - (\$275)

- Power will be provided
- 2 tables at the event

Non-Profit Food Vendor - (\$100)

- Power will be provided

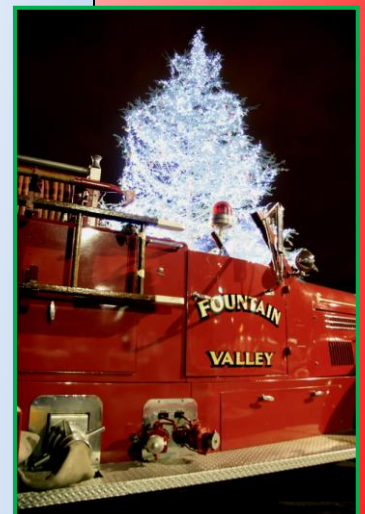
Non-Profit Vendor - (\$50)

- 1 table 2 chairs
- Company name included on City's webpage

Signage - (\$50)

- Literature displayed at shared table during event (brochure, flyer, printed material)

Businesses and organizations wishing to support the Annual Tree Lighting event with in-kind donations will be considered sponsors based on the value of their donation. The Title Event Sponsorships are limited to cash donations only.



Fountain Valley Softball

Fountain Valley Adult Softball is proud to offer these new options for the three softball seasons:

One Field Banner (\$150 - \$400)

- This option allows you to choose a banner on one field at \$150 per season or have a banner on one field for all 3 seasons at \$400.

Four Field Banners (\$500)

- This option allows you to have a banner on all 4 of our fields for one season.

Four Field Banners for all three Seasons (\$1,200)

- This option allows you to have a banner on all 4 of our fields for all 3 seasons.

Scoreboard Ad (\$1,000 - \$2,500)

- This option allows you to display your company's information on the scoreboard. One field is \$1,000 per season or \$2,500 per field for all 3 seasons.

* The sponsor must supply banner and it must meet the City's banner specifications. These specifications are available upon request.



March 10 and October 6, 2012

Fountain Valley Poker Tournament

Title Sponsor - (\$2,500)

- Have the event in your name!
- Your company will be included in all advertising and promotional coverage

Royal Flush Sponsor - (\$1,000)

- 10 admissions into the tournament
- Designated as premiere sponsor on all advertising and promotional materials
- Recognition at event and on www.fvpoker.com with a link to your business
- Name and logo included in tournament invitation
- Name on T-shirt handed out to all participants

Full House Sponsor - (\$500)

- 5 admissions into the tournament
- Designated as sponsor on all advertising and promotional materials
- Recognition at event and on www.fvpoker.com
- Name on T-shirt handed out to all participants

Three of a kind Sponsor - (\$250)

- 2 admissions into the tournament
- Recognition at event and on www.fvpoker.com

T-Shirt Sponsor - (\$100)

- Name on T-Shirt handed out to all participants

PLEASE NOTE: Sponsor levels are per Poker Tournament. A business wishing to sponsor both tournaments would double the sponsorship level above.



Disabled Dances & Senior Nutrition Program

Bi-Monthly Disabled Dances

The Fountain Valley Advisory Committee for the Disabled hosts five dances each year for adults with disabilities. The dances are held the first Friday of the month on alternating months starting in February; they run from 7:00pm to 9:00pm. The dances are held at the Fountain Valley Recreation Center located at 16400 Brookhurst Street. Each dance has over 100 participants; they enjoy music played by a disc jockey, prizes, and light refreshments.

Title Sponsor - (\$500)

- Company logo on all event flyers
- Company logo on website
- Company logo on Channel 3 TV slides
- Company name in all press releases

Event Sponsor - (\$100)

- Company name on 1 event date flyer
- Company name on 1 event date press release

Senior Nutrition Program

The Senior Nutrition Lunch Program at The Center at Founders Village Senior and Community Center is served on Tuesdays and Thursdays at noon. The nutrition program brings over 200 seniors together to eat lunch and socialize every week. We serve well over 10,000 meals to seniors each year at The Center.

Title Sponsor - (\$2,500)

- Company logo in monthly Center Piece newsletter
- Company logo on website
- Company logo on Channel 3 TV slides
- Company name in press releases
- Information/Brochures at registration table

Program Sponsor - (\$1,000)

- Company name listed in monthly Center Piece newsletter
- Company name on website
- Company name in press releases



2012

Sponsorship Commitment Form

(Check the event box and the sponsorship level you choose)

- Fountain Valley "Fit to be Square"**
 - 5K Fun Run/Walk**
 - Title Event Sponsor (\$1,000) - Limit 3
 - Event Sponsor (\$500)
 - Expo Sponsor (\$200)
 - Signage (\$50)
 - 5K Friendship Sponsor
- Fountain Valley Summerfest**
 - Platinum Sponsor (\$5,000)
 - Gold Sponsor (\$2,500)
 - Silver Sponsor (\$1,500)
 - Bronze Sponsor (\$1000)
 - Pewter Sponsor (\$500)
- Senior Expo**
 - Big Kahuna Sponsor (\$1,000) - Limit 6
 - Orchid Sponsor (\$750)
 - Hibiscus Sponsor (\$250)
 - Non-Profit Exhibit Table (\$100)
- Movies in the Park**
 - Movie Sponsor (\$175) - Limit 5
 - Friendship Sponsor (\$50)
- Fountain Valley Softball**
 - One Field Banner (\$150-\$400)
 - Four Fields Banners (\$500)
 - Four Field Banners for all 3 Seasons (\$1,200)
 - Scoreboard Ad (\$1,000-\$2,500)
- Disabled Dances**
 - Title Sponsor (\$500)
 - Event Sponsor (\$100)
- Senior Nutrition Program**
 - Title Sponsor - (\$2,500)
 - Program Sponsor - (\$1,000)
- Easter Egg Hunt**
 - Easter Egg Sponsor (\$1,000) - Limit 1
 - Title Sponsor (\$750) - Limit 5
 - Event Sponsor (\$225)
 - Commercial Food Vendor (\$275)
 - Non-Profit Food Vendor (\$100)
 - Non-Profit Sponsor (\$50)
 - Signage Maps (\$50)
- Fountain Valley Classic Car & Truck Show**
 - Classic Car Sponsor (\$1,000)
 - Vintage Car Sponsor (\$350)
 - Hot Rod Sponsor (\$150)
- Concerts in the Park**
 - Presenting Sponsor (\$2,500) - Limit 4
 - Supporting Sponsor (\$1,200)
 - Contributing Sponsor (\$600)
- Tree Lighting**
 - Title Sponsor (\$750) - Limit 6
 - Event Sponsor (\$225)
 - Commercial Food Vendor (\$250)
 - Non-Profit Food Vendor (\$100)
 - Non-Profit Vendor (\$50)
 - Signage (\$50)
- Fountain Valley Poker Tournament**

Month of Event _____ or Both Events
*If Both Events is selected, double sponsorship amount.

 - Title Sponsor (\$2,500 / \$5,000)
 - Royal Flush Sponsor (\$1000) / (\$2000)
 - Full House Sponsor (\$500) / (\$1000)
 - Three of a Kind Sponsor (\$250) / (\$500)
 - T-Shirt Sponsor (\$100) / (\$200)

Total Events _____

Total Sponsorship \$_____

Payment Plan *(check one)*

- Quarterly (Based on events occurring in specific quarter)
- Bi-annual (Based on events occurring in bi-annual timeframe)
Save 5% on annual sponsorships over \$3,000 when making two payments.
- One installment
Save 10% on annual sponsorships over \$3,000 when making one payment.

Make checks payable to the Fountain Valley Community Foundation, a 501c3 Non-profit organization, Tax I.D. #80-0178198.

Send Sponsorship Form to:
Fountain Valley Community Foundation
Attn: Mark Nix
10200 Slater Ave.
Fountain Valley, CA 92708



For more information contact: **Mark Nix 714-593-4449**

SPONSOR INFORMATION

Company Name: _____

Company Representative: _____

How to List Company Name on Marketing Materials: _____

Phone Number: _____

Email: _____