



# Be a Celebrate Downtown Champion!

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April 18, 2018

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Dear Community Partner,

As you are aware, part of our mission at Richmond Main Street is to provide activities and programs that keep you engaged in the ever growing life of an increasingly revitalized Downtown Richmond. Since 2001, we have hosted hundreds of arts, culture, and wellness events benefitting over 74,000 residents, employees, and visitors! This year we are continuing our tradition of creating opportunities for everyone who lives, works, and visits Richmond...and we are already off to a great start. Thus far we have:


- Recruited over 40 area youth to serve on our new Youth Committee and made recommendations for some to serve on Richmond Youth Council
- Secured a new site and time for the Freshest Cargo Mobile Farmers' Market, increasing access to affordable fresh produce and promoting walkability Downtown
- Hosted our very first Downtown Merchants Mixer at Your Way Pizza – a very successful start to a regular networking opportunity for our small business and entrepreneur community

**We invite you to join us!** Whether you're looking to sell more product, let more people know about what you offer, or show your commitment to the community, Richmond Main Street provides several opportunities for truly effective relationship marketing.

Our signature **Celebrate Downtown events—Healthy Village Festival, Music on the Main concerts, and Spirit & Soul Festival**—are on the horizon and are the perfect opportunity for partnership. We invite you to *Celebrate Downtown* by championing these events – a win-win opportunity that will build maximum visibility and boost our mutual objectives.

Our sponsorship benefits packages deliver direct, comprehensive exposure, including far-reaching social media impact, traditional advertisement, booths, tickets, on-site promotion. Benefits can also be customized for your proprietary activities.

**We cannot do this without YOU.** For all that we've accomplished, and all that we are planning, we need your support to continue this vital work. On the back of this sheet we've outlined 9 ways you can partner with us. We hope one of them speaks to you directly as a stakeholder in a healthy, vibrant, and revitalized Downtown Richmond!

Sincerely,  
  
Xavier Abrams  
Chair, Board of Directors

Richmond Main Street Initiative, Inc. is a 501(c)(3) corporation  
Tax ID#: 68-0481132 | CFC #: 76729  
Donations may be tax deductible



# Celebrate Downtown 2018 Championship Opportunities

## PLATINUM PRESENTING SPONSOR - \$10,000

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>✓ "Presented by" and logo on all event marketing materials and advertisements</li> <li>✓ Large logo with link on website, online event postings, email newsletters, and company name in social media</li> <li>✓ Large logo on event banners</li> <li>✓ Full page ad in event programs</li> <li>✓ Verbal recognition by MC on-stage during events</li> </ul> | <ul style="list-style-type: none"> <li>✓ Bundling/direct marketing opportunities</li> <li>✓ Option to host an information booth</li> <li>✓ Option for onstage address to audience</li> <li>✓ Publicity and photo-ops at events</li> <li>✓ 2 complimentary drink tickets at Music on the Main concerts</li> <li>✓ 12 tickets &amp; reserved seating to Spirit &amp; Soul Festival VIP Experience</li> </ul> |
|--|--|

<p style="text-align: center;"><b><u>GOLD SPONSOR- \$7,500</u></b></p> <ul style="list-style-type: none"> <li>✓ Large logo with link on website, online event postings, email newsletters, and company name in social media</li> <li>✓ Large logo on marketing materials and event banners</li> <li>✓ Full page ad in event programs</li> <li>✓ Verbal recognition by MC on-stage during events</li> <li>✓ Publicity, photo-ops &amp; info booth at events</li> <li>✓ 2 complimentary drink tickets at Music on the Main concerts AND 8 tickets to Spirit &amp; Soul Festival VIP Experience</li> </ul>	<p style="text-align: center;"><b><u>SILVER SPONSOR- \$5,000</u></b></p> <ul style="list-style-type: none"> <li>✓ Medium logo with link on website, online event postings, email newsletters, and company name in social media</li> <li>✓ Medium logo on marketing materials and event banners</li> <li>✓ ½ page ad in event programs</li> <li>✓ Verbal recognition by MC on-stage during events</li> <li>✓ Publicity, photo-ops &amp; info booth at events</li> <li>✓ 2 complimentary drink tickets at Music on the Main concerts AND 4 tickets to Spirit &amp; Soul VIP Experience</li> </ul>																		
<p style="text-align: center;"><b><u>BRONZE SPONSOR- \$2,500</u></b></p> <ul style="list-style-type: none"> <li>✓ Small logo with link on website, online event postings, email newsletters, and company name in social media</li> <li>✓ Small logo on marketing materials and event banners</li> <li>✓ ¼ page ad in event program</li> <li>✓ Info booth &amp; verbal recognition by MC on-stage during events</li> <li>✓ 2 tickets to Spirit &amp; Soul VIP Experience</li> </ul>	<p style="text-align: center;"><b><u>COMMUNITY PARTNER- \$1000</u></b></p> <ul style="list-style-type: none"> <li>✓ Company name with link on website, online event postings, email newsletters, and company name in social media</li> <li>✓ Small logo displayed on event banners</li> <li>✓ Logo in event programs</li> <li>✓ Verbal recognition by MC on-stage during the even</li> <li>✓ Info booth at events &amp; 2 tickets to Spirit &amp; Soul VIP Experience</li> </ul>																		
<p style="text-align: center;"><b><u>COLLABORATOR - \$500</u></b></p> <ul style="list-style-type: none"> <li>✓ Company name with link on website, online event postings, email newsletters, and company name in social media</li> <li>✓ Logo in event programs</li> <li>✓ 1 ticket to Spirit &amp; Soul Festival VIP Experience</li> </ul>	<p style="text-align: center;"><b><u>FRIEND - \$250</u></b></p> <ul style="list-style-type: none"> <li>✓ Name in event programs</li> <li>✓ 1 ticket to Spirit &amp; Soul Festival VIP Experience</li> </ul>																		
<p style="text-align: center;"><b><u>ADVERTISER</u></b></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%; text-align: center;"><u>Music on the Main</u></td> <td style="width: 33%; text-align: center;"><u>Spirit &amp; Soul</u></td> </tr> <tr> <td></td> <td style="text-align: center;"><u>Concerts</u></td> <td style="text-align: center;"><u>Festival</u></td> </tr> <tr> <td>Program Booklets</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>1 Page Ad - \$300</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>½ Page Ad - \$225</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>¼ Page Ad - \$175</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p style="text-align: center;"><b><i>Ad bundles also available! Contact us for details.</i></b></p>		<u>Music on the Main</u>	<u>Spirit &amp; Soul</u>		<u>Concerts</u>	<u>Festival</u>	Program Booklets	<input type="checkbox"/>	<input type="checkbox"/>	1 Page Ad - \$300	<input type="checkbox"/>	<input type="checkbox"/>	½ Page Ad - \$225	<input type="checkbox"/>	<input type="checkbox"/>	¼ Page Ad - \$175	<input type="checkbox"/>	<input type="checkbox"/>	<p style="text-align: center;"><b><u>IN-KIND DONOR</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Food, Wine, or Goods/Services for events</li> <li><input type="checkbox"/> Prize for drawing or silent auction</li> <li><input type="checkbox"/> Food or Thank You Gift Items for volunteers</li> </ul> <p>For: <input type="checkbox"/> Healthy Village Festival</p> <p style="text-align: right;"><input type="checkbox"/> Music on the Main concerts   <input type="checkbox"/> Spirit &amp; Soul Festival</p>
	<u>Music on the Main</u>	<u>Spirit &amp; Soul</u>																	
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### Spirit & Soul Festival VIP Experience

*Includes: 2 drink tickets, 5 complimentary drawing tickets & 1 commemorative event program per ticketholder*

\_\_\_ **Ticket(s)** - \$20 each    **Reserved Table** (seats 4) - \$80

**To receive recognition for your donation, please send all contributions by June 1, 2018.**

- Online: [www.richmondmainstreet.org/donate](http://www.richmondmainstreet.org/donate) OR
- Send this completed form and check to: Richmond Main Street Initiative 1015 Nevin Avenue, Suite 105, Richmond, CA 94801

Name: \_\_\_\_\_ Organization or Business \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

- My level of support:    Platinum Presenting    Gold    Silver    Bronze    Community Partner    Collaborator    Friend    Ad
- I would like to make an in-kind donation of the following items \_\_\_\_\_ valued at \$\_\_\_\_\_.
- I am unable to sponsor, but please accept my enclosed donation of \$\_\_\_\_\_ in support of these events.

**Total amount enclosed \$ \_\_\_\_\_**

This agreement becomes a binding document upon payment in full and signature of both sponsor and the Richmond Main Street Initiative, and guarantees fulfillment of the items as sponsorship benefits as listed above. The sponsor will provide website and high-res company logo on or before agreed date.

\_\_\_\_\_  
Signature of Sponsor Representative/Title

\_\_\_\_\_  
Date

Office Use

Received by: \_\_\_\_\_

Date: \_\_\_\_\_

Follow up: \_\_\_\_\_