## RICHMOND MAIN STREET RICHMOND, CALIFORNIA

## Be a Celebrate Downtown Champion!

## **Board of Directors**

April 18, 2018

Xavier Abrams Chair

Dear Community Partner,

Billy Ward Vice-Chair

Tami Steelman Gonzales Treasurer

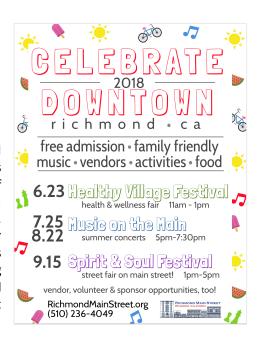
> Charlene Smith Secretary

Cynthia Haden Grayling Harris Michael K. Martin Robert Rogers Yvette Williams-Barr Zakhary Mallett

Amanda Elliott Executive Director

Advisory Board Members
Jerrold Hatchett
James Goins
Michael Davenport

Emeritus Board Member Arnold Kasendorf 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 farreaching 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!

Xavier Abrams

Sincerely

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** ✓ "Presented by" and logo on all event marketing Bundling/direct marketing opportunities materials and advertisements Option to host an information booth Large logo with link on website, online event postings, Option for onstage address to audience email newsletters, and company name in social media Publicity and photo-ops at events Large logo on event banners 2 complimentary drink tickets at Music on the Main Full page ad in event programs concerts ✓ Verbal recognition by MC on-stage during events √ 12 tickets & reserved seating to Spirit & Soul Festival **VIP** Experience **GOLD SPONSOR- \$7,500 SILVER SPONSOR- \$5,000** Large logo with link on website, online event postings, email Medium logo with link on website, online event postings, newsletters, and company name in social media email newsletters, and company name in social media Large logo on marketing materials and event banners Medium logo on marketing materials and event banners Full page ad in event programs ½ page ad in event programs Verbal recognition by MC on-stage during events Verbal recognition by MC on-stage during events Publicity, photo-ops & info booth at events Publicity, photo-ops & info booth at events 2 complimentary drink tickets at Music on the Main 2 complimentary drink tickets at Music on the Main concerts AND 8 tickets to Spirit & Soul Festival VIP Experience concerts AND 4 tickets to Spirit & Soul VIP Experience **BRONZE SPONSOR- \$2,500 COMMUNITY PARTNER- \$1000** ✓ Small logo with link on website, online event postings, email ✓ Company name with link on website, online event postings, newsletters, and company name in social media email newsletters, and company name in social media Small logo on marketing materials and event banners Small logo displayed on event banners ✓ Logo in event programs ✓ ¼ page ad in event program ✓ Info booth & verbal recognition by MC on-stage during events ✓ Verbal recognition by MC on-stage during the even ✓ 2 tickets to Spirit & Soul VIP Experience ✓ Info booth at events & 2 tickets to Spirit & Soul VIP Experience **COLLABORATOR - \$500 FRIEND - \$250** ✓ Name in event programs ✓ Company name with link on website, online event postings, email newsletters, and company name in social media ✓ 1 ticket to Spirit & Soul Festival VIP Experience ✓ Logo in event programs ✓ 1 ticket to Spirit & Soul Festival VIP Experience **ADVERTISER IN-KIND DONOR** Spirit & Soul Music on the Main Program Booklets ☐ Food, Wine, or Goods/Services for events Concerts Festival ☐ Prize for drawing or silent auction 1 Page Ad - \$300 1/2 Page Ad - \$225 ☐ Food or Thank You Gift Items for volunteers 1/4 Page Ad - \$175 For: 

Healthy Village Festival Ad bundles also available! Contact us for details. ☐ Music on the Main concerts ☐ Spirit & Soul Festival **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 *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: \_\_\_\_ \_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_ O 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 \$