



*Get Your Dancing Shoes Ready...*

## 17<sup>th</sup> annual **Music on the Main** **Summer Concert Series**

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May 15, 2018

Dear Community Partner,

2018 is off to a great start and we are proud to say that we are continuing our tradition of creating opportunities for everyone who lives, works, and visits Richmond to come Downtown! Highlights of our work thus far include securing a new site and time for the Freshest Cargo Mobile Farmers' Market, forming the Richmond Main Street Youth Council, and launching a quarterly Downtown Merchant Mixer program.

Up next are our signature *Celebrate Downtown* summer events, including two **Music on the Main** summer concerts. Now in its 17<sup>th</sup> year, Music on the Main is *truly* a summertime tradition in Downtown Richmond. We invite you to save the date to enjoy music, food, and family fun at these fantastic concerts:

**Wednesday, July 25**

Top Shelf – *Classic Soul*

**Wednesday, August 22**

Andre Thierry – *Zydeco*

5pm - 7:30pm

Marina Way & Macdonald Avenue (parking lot near Richmond BART garage)

We also invite you to champion these concerts **by becoming a financial, in-kind, or advertising sponsor**: a win-win partnership 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: revitalizing historic Downtown Richmond.

Send a message of caring and support for local arts, culture, and economic development and expand your company's presence in the community: ***support Music on the Main today!***

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,

Amanda Elliott  
Executive Director



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

**Customized sponsorship packages also available!**

Contact us to design a partnership that meets your unique philanthropic and marketing objectives.

## ***Music on the Main 2018 Partnership Opportunities***

### **PLATINUM PRESENTING SPONSOR - \$7500**

- ✓ "Presented by" and logo on all marketing materials and advertisements
- ✓ Large logo with link on website, online event postings, email newsletters, and company name in social media
- ✓ Large logo on marketing materials & event banners
- ✓ Full page ad in event programs
- ✓ Verbal recognition by MC on-stage during events
- ✓ Bundling/direct marketing opportunities
- ✓ Promotion information booth at events
- ✓ Option for onstage address to audience
- ✓ Publicity and photo-ops at events
- ✓ 20 drink tickets (10 per concert)

### **GOLD SPONSOR- \$5000**

- ✓ Large logo with link on website, online event postings, email newsletters, and company name in social media
- ✓ Large logo on marketing materials & event banners
- ✓ Full page ad in event programs
- ✓ Verbal recognition by MC on-stage during the event
- ✓ Publicity and photo-ops at event
- ✓ Promotion information booth at events
- ✓ 16 drink tickets (8 per concert)

### **SILVER SPONSOR- \$2500**

- ✓ Medium logo with link on website, online event postings, email newsletters, and company name in social media
- ✓ Medium logo on marketing materials and event banners
- ✓ ½ page ad in event programs
- ✓ Verbal recognition by MC on-stage during the event
- ✓ Publicity and photo-ops at event
- ✓ Promotion information booth at events
- ✓ 12 drink tickets (6 per concert)

### **BRONZE SPONSOR- \$1500**

- ✓ Small logo with link on website, online event postings, email newsletters, and company name in social media
- ✓ Small logo on marketing materials and event banners
- ✓ ¼ page ad in event program
- ✓ Verbal recognition by MC on-stage during the event
- ✓ Promotion information booth at events
- ✓ 8 drink tickets (4 per concert)

### **COMMUNITY PARTNER- \$500**

- ✓ Company name with link on website, online event postings, email newsletters, and company name in social media
- ✓ Small logo displayed on event banners
- ✓ Logo in event programs
- ✓ Verbal recognition by MC on-stage during the event
- ✓ 4 drink tickets (2 per concert)

### **COLLABORATOR - \$250**

- ✓ Company name with link on website, online event postings, email newsletters, and company name in social media
- ✓ Logo in event programs
- ✓ 4 drink tickets (2 per concert)

### **FRIEND - \$150**

- ✓ Name in event programs
- ✓ 4 drink tickets (2 per concert)

### **ADVERTISER:** Music on the Main Program

- |  |  |
|--|--|
| July                                       | August                                     |
| <input type="checkbox"/> 1 Page Ad - \$300 | <input type="checkbox"/> 1 Page Ad - \$300 |
| <input type="checkbox"/> ½ Page Ad - \$225 | <input type="checkbox"/> ½ Page Ad - \$225 |
| <input type="checkbox"/> ¼ Page Ad - \$175 | <input type="checkbox"/> ¼ Page Ad - \$175 |

### **IN-KIND DONOR**

- ☐ Food, Beer, or Goods and Services for event
- ☐ Prize for drawing
- ☐ Food or Thank You Gift Items for volunteers

**To receive full recognition for your support, please send your contribution by June 13 2018\***

**Online:** [www.richmondmainstreet.org/music-on-the-main](http://www.richmondmainstreet.org/music-on-the-main) **OR**

**Send this form & 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, signature of sponsor, and receipt confirmation by Richmond Main Street Initiative (RMSI). This agreement guarantees fulfillment of the items as sponsorship benefits as listed above. Sponsor agrees to submit items, such as website URL, social media handles, company logo, ad artwork, etc. on or before deadline(s) listed above to [admin@richmondmainstreet.org](mailto:admin@richmondmainstreet.org). Sponsor acknowledges that contribution deadlines are subject to change; RMSI commits to making reasonable efforts to provide sponsor benefits.

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

\_\_\_\_\_  
 Date

Office Use

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

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

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

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