



Announcing...10th annual Spirit & Soul Festival: Salute to Soul

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July 1, 2018

Dear Community Partner,

Celebrate Downtown 2018 is in full swing and we are having a blast creating opportunities for everyone who lives, works, and visits Richmond to come Downtown!

The annual **Spirit & Soul Festival**—our grand finale for Celebrate Downtown—is just around the corner and we are planning something truly special: a *Salute to Soul* tribute lineup to commemorate the festival’s 10th anniversary! You do not want to miss an afternoon filled with legendary performances, great food and beverages, shopping, and dancing on Macdonald Avenue.

Saturday, September 15 | 1pm – 5pm

Macdonald Avenue, from Harbour Way – 13th Street

1st Avenue Revue
Prince

Nicole But-tah Pearson
Aretha Franklin

Ray McCoy
Luther Vandross



And we invite you to **join the party by becoming a financial, in-kind, or advertising sponsor** of this event: a win-win partnership that will build maximum visibility and boost our mutual objectives. We proudly acknowledge our sponsors and would be *honored* to have your company as a supporter of Spirit & Soul Festival. 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: join us in our *Salute to Soul* and **support Spirit & Soul Festival 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!

Thank you for helping us celebrate the **spirit and soul** of 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.

Spirit & Soul Festival 2018 Sponsorship Opportunities

PLATINUM PRESENTING SPONSOR - \$10,000

- ✓ "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 event banner & signage
- ✓ Full page ad in event program
- ✓ Verbal recognition by MC on-stage
- ✓ Bundling/direct marketing opportunities
- ✓ Promotional info booth at event
- ✓ Opportunity to address audience from stage
- ✓ Publicity and photo-ops
- ✓ VIP Experience: 12 tickets/3 tables (reserved seating)

<p><u>GOLD SPONSOR- \$7,500</u></p> <ul style="list-style-type: none"> ✓ Large logo with link on website, online event postings, email newsletters, and company name in social media ✓ Large logo on event marketing materials, banner, signage ✓ Full page ad in event programs ✓ Verbal recognition by MC on-stage ✓ Publicity and photo-ops ✓ Promotional info booth at event ✓ VIP Experience: 8 tickets/2 tables (reserved seating) 	<p><u>SILVER SPONSOR- \$5,000</u></p> <ul style="list-style-type: none"> ✓ Medium logo with link on website, online event postings, email newsletters, and company name in social media ✓ Medium logo on event marketing materials, banner, signage ✓ 1/2 page ad in event programs ✓ Verbal recognition by MC on-stage ✓ Publicity and photo-ops ✓ Promotional info booth ✓ VIP Experience: 4 tickets/1 table (reserved seating)
<p><u>BRONZE SPONSOR- \$2,500</u></p> <ul style="list-style-type: none"> ✓ Small logo with link on website, online event postings, email newsletters, and company name in social media ✓ Small logo on event marketing materials, banner, signage ✓ 1/4 page ad in event program ✓ Verbal recognition by MC on-stage ✓ Promotional info booth ✓ VIP Experience: 2 tickets (reserved seating) 	<p><u>COMMUNITY PARTNER- \$1,000</u></p> <ul style="list-style-type: none"> ✓ Company name with link on website, online event postings, email newsletters, and company name in social media ✓ Small logo event marketing materials, banner, signage ✓ Logo in event program ✓ Verbal recognition by MC on-stage during the event ✓ VIP Experience: 1 ticket
<p><u>COLLABORATOR - \$500</u></p> <ul style="list-style-type: none"> ✓ Company name with link on website, online event postings, email newsletters, and company name in social media ✓ Logo in event program ✓ VIP Experience: 1 ticket 	<p><u>FRIEND - \$150</u></p> <ul style="list-style-type: none"> ✓ Name in event program ✓ VIP Experience: 1 ticket
<p><u>ADVERTISER: Spirit & Soul Program</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> 1 Page Ad - \$300 <input type="checkbox"/> 1/2 Page Ad - \$225 <input type="checkbox"/> 1/4 Page Ad - \$175 	<p><u>IN-KIND DONOR</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Food, Beer, or Goods and Services for event <input type="checkbox"/> Prize for raffle <input type="checkbox"/> Food or Thank You Gift Items for volunteers

Get Tickets to 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 August 1, 2018*

Online: www.richmondmainstreet.org/spirit-soul-festival **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. 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: _____