

September 19, 2018



Dear Community Partner:

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Happy Holidays! For nearly two decades, Richmond's **Downtown Holiday Festival** has provided an opportunity for Richmond families to experience unforgettable holiday activities and cultural experiences...and to meet Santa! This year's festival, on Wednesday, December 12, is expected to attract an even larger number of children and their families to this increasingly popular holiday tradition. We need your help.

Last year, we accommodated over 400 children and their families to the Festival. The early response we've received for this year, shows an anticipated increase to over 500 children and families. Your contribution of goods and/or cash will help us to provide a quality experience for this expected increase, and see to it that no child or family goes away empty handed.

The **Downtown Holiday Festival**, on Wednesday December 12, from 4pm to 8pm, takes place at the East Bay Center for the Performing Arts, and will feature two performances of *A Richmond Nutcracker*, refreshments, caroling, visits with Santa, a gift bag for each child, and the Macdonald Avenue Holiday Lighting Ceremony.

**We can't continue this holiday tradition without your help.** We need cash to  cover the event expenses and items to fill the gift bags which are distributed to each child after their visit with Santa. **Your contribution of cash or items** – no matter how much or how many – **will make a big impact in our ability to welcome Richmond families to this year's Downtown Holiday Festival.**

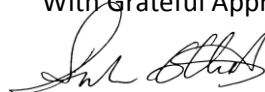


In recognition of your donation, we will proudly acknowledge you as a Sponsor of the event in through print and online media that reaches thousands of individuals, as well as by signage and announcements during the event itself. Please see the other side of this letter for details on the many ways you can get involved.

We are also seeking volunteers and welcome any of you who would like assist in this way.

I sincerely hope we can count on your generosity this holiday season and that you will join us and support the **2018 Downtown Holiday Festival.**

With Grateful Appreciation,



Amanda Elliott  
Executive Director



Donations may be tax deductible  
Tax ID# 68-0481132 | CFC 76729

## Downtown Holiday Festival 2018 Sponsorship Opportunities

<p style="text-align: center;"><b>GOLD LEVEL - \$2500</b></p> <ul style="list-style-type: none"> <li>* Large logo with link on website, online event postings, and email newsletters</li> <li>* Large logo in print media, event program, sponsor signage at event</li> <li>* Social media shout-outs</li> <li>* Memento photos taken at the event</li> </ul>	<p style="text-align: center;"><b>SILVER LEVEL - \$1000</b></p> <ul style="list-style-type: none"> <li>* Medium logo with link on website, online event postings, and email newsletters</li> <li>* Medium logo in print media, event program, and sponsor signage at event</li> <li>* Social media shout-outs</li> </ul>
<p style="text-align: center;"><b>BRONZE LEVEL - \$500</b></p> <ul style="list-style-type: none"> <li>* Small logo on sponsor signage at event</li> <li>* Name included in event program</li> </ul>	<p style="text-align: center;"><b>COMMUNITY PARTNER - \$250</b></p> <ul style="list-style-type: none"> <li>* Name included in event program</li> </ul>

<b>IN-KIND DONATIONS</b>
<ul style="list-style-type: none"> <li>* Healthy Snacks (granola bars, fresh fruit (Cuties®), dried fruit, whole grain crackers, etc.)</li> <li>* Gift Bag Supplies (such as tissue paper, “stocking-stuffers”, or candy canes)</li> <li>* <u>or</u> Gift cards to local retailers and grocery stores for the purchase of above supplies</li> </ul> <p style="text-align: center;"><i>In-kind donors recognized at the sponsorship level equal to the retail value of donated items.</i></p>

<b>VOLUNTEER!</b>
<p>The perfect opportunity for individuals, youth groups, or corporate groups:          Contact Alicia for more information and to sign-up: (510) 236-4049 or <a href="mailto:outreach@richmondmainstreet.org">outreach@richmondmainstreet.org</a></p>

**Please send or bring all contributions and this completed form (do not detach) to**  
 Richmond Main Street Initiative, 1015 Nevin Avenue, Suite 105, Richmond, Ca 94801  
 Make checks payable to: Richmond Main Street Initiative

Deadline to receive recognition for your donation in print media is **December 1st**.  
 Donations may be sent at any time; public recognition of contributions submitted after above date will be determined individually.

Name: \_\_\_\_\_ Organization/Business \_\_\_\_\_

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

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

My level of sponsorship:     Gold       Silver       Bronze       Community Partner

I am unable to sponsor. Please accept my enclosed donation of \$\_\_\_\_\_ in support of the event.

I would like to make an in kind donation of the following items: \_\_\_\_\_  
 \_\_\_\_\_ valued at \$\_\_\_\_\_.

This agreement becomes a binding document upon payment in full and signature of sponsor. This agreement guarantees fulfillment of the items as sponsorship benefits as listed above. The sponsor will provide items, such as website link information, company logo, and brochures on or before the dates below to optimize exposure benefits.

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

\_\_\_\_\_  
 Date

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Office Use      Received by: \_\_\_\_\_      Date: \_\_\_\_\_      Follow up: \_\_\_\_\_      Date: \_\_\_\_\_