



Be a Celebrate Downtown Champion!

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April 18, 2019

Dear Community Partner,

Spring has just sprung, but we are already planning a **BIG celebration** on Macdonald Avenue this summer!

As you are aware, part of our mission at Richmond Main Street is to provide activities and programs that keep you at the center of the ever growing vibrancy happening in our increasingly revitalized Downtown. Since 2001, we have hosted hundreds of arts, culture, and wellness events benefitting over 80,400 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:

- Relocated our office to the new Downtown Richmond Visitor Center at Richmond BART
- Held 2 stakeholder meetings and launched a grassroots community engagement initiative
- Hosted 7 free, small business workshops and meet-ups, providing 22 entrepreneurs with valuable tools to start and grow their businesses
- Revived our Art In Windows program with a new 3-part exhibition, reception, and artist panel discussion series titled *Art Through Transition*

We invite you to join us! Whether you're looking to promote your business, sell more product, 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, Chill with a Cop, 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 ensure our mutual objectives to create opportunities for residents to have fun on Macdonald Avenue, businesses to grow, and build community.

Our sponsorship benefits packages deliver direct, comprehensive exposure, including far-reaching social media impact, traditional advertisement, booths, VIP tickets, and on-site promotion. Benefits can also be customized to meet your goals and objectives.

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 2019 ~ Championship Opportunities & Benefits

PLATINUM - \$15,000

- | | |
|---|--|
| <ul style="list-style-type: none"> ✓ "Presented by" on <u>all</u> event marketing ✓ Large logo with link on website, online event postings, email newsletters, and company name in social media posts ✓ Large logo on marketing materials, signage & banners ✓ 1 Page Ad in ALL event programs ✓ MC shout out on-stage | <ul style="list-style-type: none"> ✓ Publicity and photo-ops ✓ Onstage address to audience ✓ Bundling/direct marketing opportunities ✓ Information booth space at ALL events ✓ 4 drink tickets at each Music on the Main concert ✓ 12 VIP Experience tickets, reserved seats at Spirit & Soul Festival |
|---|--|

GOLD - \$10,000

- ✓ Large logo with link on website, online event postings, email newsletters, and company name in social media posts
- ✓ Large logo on marketing materials, signage & banners
- ✓ 1 Page Ad in ALL event programs
- ✓ MC shout out on-stage & Publicity and photo-ops
- ✓ Information booth space at ALL events
- ✓ 2 drink tickets at each Music on the Main concert
- ✓ 8 VIP Experience tickets, reserved seats at Spirit & Soul Festival

SILVER - \$7,500

- ✓ Medium logo with link on website, online event postings, email newsletters, and company name in social media posts
- ✓ Medium logo on marketing materials, signage & banners
- ✓ ½ Page Ad in ALL event programs
- ✓ MC shout out on-stage * Publicity and photo-ops
- ✓ Information booth space at 2 events of your choice
- ✓ 2 drink tickets at each Music on the Main concert
- ✓ 4 VIP Experience tickets, reserved seats at Spirit & Soul Festival

BRONZE - \$5,000

- ✓ Small logo with link on website, online event postings, email newsletters, and company name in social media posts
- ✓ Small logo on marketing materials, signage & banners
- ✓ ¼ Page Ad in ALL event programs
- ✓ MC shout out on-stage
- ✓ Information booth space at 2 events of your choice
- ✓ 2 VIP Experience tickets, reserved seats at Spirit & Soul Festival

COMMUNITY PARTNER - \$2,500

- ✓ Small logo with link on website, online event postings, email newsletters, and company name in social media posts
- ✓ Small logo on marketing materials, signage & banners
- ✓ Logo in ALL event programs
- ✓ MC shout out on-stage
- ✓ Information booth space at 1 event of your choice
- ✓ 2 VIP Experience tickets, reserved seats at Spirit & Soul Festival

COLLABORATOR - \$1000

- ✓ Name with link on website, online event postings, email newsletters, and company name in social media posts
- ✓ Logo in ALL event programs
- ✓ 1 VIP Experience ticket, reserved seat at Spirit & Soul Festival

FRIEND - \$500

- ✓ Name in ALL event programs
- ✓ 1 VIP Experience ticket, reserved seat at Spirit & Soul Festival

ADVERTISE – Event Programs

	1 Page	½ Page	¼ Page	Drawing Prize	Food/Beverage	Goods/Service
Healthy Village Festival	<input type="checkbox"/> \$200	<input type="checkbox"/> \$125	<input type="checkbox"/> \$100	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music on the Main July	<input type="checkbox"/> \$300	<input type="checkbox"/> \$225	<input type="checkbox"/> \$175	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music on the Main August	<input type="checkbox"/> \$300	<input type="checkbox"/> \$225	<input type="checkbox"/> \$175	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chill with a Cop	<input type="checkbox"/> \$100	<input type="checkbox"/> \$50	<input type="checkbox"/> \$25	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spirit & Soul Festival	<input type="checkbox"/> \$400	<input type="checkbox"/> \$300	<input type="checkbox"/> \$175	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IN-KIND DONATION

Purchase Spirit & Soul Festival VIP Experience Tickets! → Ticket(s) - \$20 each Reserved Table(s) - \$80 (seats 4)

Ticket includes: 2 drink tickets, 5 drawing tickets, reserved seating, commemorative program

To receive recognition for your donation, please send all contributions by June 1, 2019.

- Online: www.richmondmainstreet.org/donate OR
- Send this completed pledge form and check to: Richmond Main Street Initiative, 1600 Nevin Plaza, Richmond, CA 94801

Name: _____ Organization/Business _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Website: _____ Facebook: @ _____

Twitter: @ _____ Instagram: @ _____

● My level of support: ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze ☐ Community Partner ☐ Collaborator ☐ Friend

● I would like to make an in-kind donation _____ valued at \$ _____

● I am unable to sponsor, but please accept my enclosed donation of \$ _____ in support of these events.

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, social media handles, and high-res company logo on or before agreed date.

Signature & Title _____

Date _____

Office Use

Received by: _____

Date: _____

Follow up: _____