RICHMOND MAIN STREET RICHMOND, CALIFORNIA

Be a Celebrate Downtown Champion!

Board of Directors

April 18, 2019

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Dear Community Partner,

Billy Ward Vice-Chair Spring has just sprung, but we are already planning a **BIG** celebration on

Tami Steelman Gonzales Treasurer

Macdonald Avenue this summer!

As you are aware, part of our mission Vendor, Volunteer & Sponsorship Opportunities Available 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 farreaching 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!

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

F: (510) 236-4052 www.richmondmainstreet.org

2019 richmond, ca

1600 Nevin Plaza, Richmond, CA 94801

Celebrate Downtown 2019 ~ Championship Opportunities & Benefits

		PLATINUN	1 - \$15,000			
 ✓ "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 			 ✓ 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 			
	D - \$10,000		SILVER - \$7,500			
 ✓ 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 			 ✓ 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 ✓ Yeage 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			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 ✓ Yage 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 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 			 ✓ 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 FRIEND - \$500 ✓ Name in ALL event programs ✓ 1 VIP Experience ticket, reserved seat at Spirit & Soul Festival 			
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Healthy Village Festival Music on the Main July		-		!	Food/Beverage	
	1 Page □ \$200	½ Page □ \$125	¼ Page □ \$100	Drawing Prize □	Food/Beverage □	Goods/Service □
Music on the Main July	1 Page ☐ \$200 ☐ \$300	½ Page ☐ \$125 ☐ \$225	¼ Page ☐ \$100 ☐ \$175	Drawing Prize	Food/Beverage	Goods/Service
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Office Use Received by: _____ Date: ____ Follow up: