



# *Kicking off a celebratory summer with* **10<sup>th</sup> annual** **HEALTHY VILLAGE FESTIVAL**

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March 18, 2019

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Dear Friend of Main Street,

We are gearing up for a summer filled with exciting events in historic Downtown Richmond. We are proud to kick off our Celebrate Downtown series with the 10<sup>th</sup> annual **Healthy Village Festival** on **June 29<sup>th</sup>** from **10am – 2pm**. *We can't wait to bring hundreds of families and community members Downtown to receive access to health resources and support local businesses!*



**Healthy Village Festival** is critical to our revitalization efforts in Downtown Richmond. It helps us to achieve our mission of restoring Downtown's vibrant urban village legacy by promoting the district, supporting healthy living and providing free, safe events that reflect our community's rich heritage.

Last year's event was a great success with:

- Our Youth Committee packing produce bags and hosting a reproductive health booth
- Zumba Fitness Breaks and energizing musical performances
- "Ask the Doc" and blood pressure checks hosted by Kaiser Permanente
- 35 informational, resource & artisan vendor booths
- Healthy soul food and apple 'donuts' made with love by one of our local caterers
- Distributed 400+ pounds of produce & 200 reusable shopping bags
- Freshest Cargo Mobile Farmers' Market, chess, and pony rides!

**You can help us continue this vital work by becoming a sponsor of our 2019 Healthy Village Festival.** It is through the generous support of local funders, small businesses, and individual donors that this event has achieved remarkable growth in scope and attendance. Supporting this event is also an excellent marketing opportunity for you and your business: we proudly recognize our event sponsors in a variety of print and online media, which reach a large audience of over 5000 people through our targeted outreach. We anticipate this year's Healthy Village Festival to be even more successful.

**Make an investment in Main Street today and mark your calendar for health & wellness in Downtown!** We know that you believe in the power of a healthy, thriving downtown, and we are happy to work with you to customize our partnership.

We are excited about the possibility of working with you to help improve Downtown Richmond and look forward to hearing from you.

With Grateful Appreciation,

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

# HEALTHY VILLAGE FESTIVAL 2019

Saturday, June 29 | 10am – 2pm

Community Green Space Park, Macdonald Ave & Harbour Way

## Sponsorship Opportunities & Benefits

*Customized sponsorship packages also available!*

<b>PLATINUM - \$10,000</b>	
<ul style="list-style-type: none"> <li>✓ “Presented by” on <u>all</u> event marketing materials</li> <li>✓ Large logo with link on website, online event postings, email newsletters, and company name in social media posts</li> <li>✓ Large logo on marketing materials, signage &amp; banners</li> <li>✓ 1 page ad in event program</li> </ul>	<ul style="list-style-type: none"> <li>✓ Featured speaker at event &amp; MC shout-out on stage</li> <li>✓ Live video chat on Facebook and Instagram</li> <li>✓ Information booth space OR your company’s promotional material distributed at the event</li> <li>✓ Publicity and photo-ops</li> </ul>
<b>GOLD - \$7,500</b>	<b>SILVER - \$5,000</b>
<ul style="list-style-type: none"> <li>✓ Large logo with link on website, online event postings, email newsletters, and company name in social media posts</li> <li>✓ Large logo on marketing materials, signage &amp; banners</li> <li>✓ 1 Page Ad in event program</li> <li>✓ MC shout out on-stage &amp; Publicity and photo-ops</li> <li>✓ Information booth space OR your company’s promotional material distributed at the event</li> </ul>	<ul style="list-style-type: none"> <li>✓ Medium logo with link on website, online event postings, email newsletters, and company name in social media posts</li> <li>✓ Medium logo on marketing materials, signage &amp; banners</li> <li>✓ ½ Page Ad in event program</li> <li>✓ MC shout out on-stage &amp; Publicity and photo-ops</li> <li>✓ Information booth space OR your company’s promotional material distributed at the event</li> </ul>
<b>BRONZE - \$2,500</b>	<b>COMMUNITY PARTNER - \$1,000</b>
<ul style="list-style-type: none"> <li>✓ Small logo with link on website, online event postings, email newsletters, and company name in social media posts</li> <li>✓ Small logo on marketing materials, signage &amp; banners</li> <li>✓ ¼ Page Ad in event program</li> <li>✓ MC shout out on-stage</li> <li>✓ Information booth space</li> </ul>	<ul style="list-style-type: none"> <li>✓ Small logo with link on website, online event postings, email newsletters, and company name in social media posts</li> <li>✓ Small logo on marketing materials, signage &amp; banners</li> <li>✓ Logo in event program</li> <li>✓ MC shout out on-stage</li> <li>✓ Information booth space</li> </ul>
<b>COLLABORATOR - \$500</b>	<b>IN-KIND DONATION</b>
<ul style="list-style-type: none"> <li>✓ Name with link on website, online event postings, email newsletters, and company name in social media posts</li> <li>✓ Logo in event program</li> </ul>	<div> <input type="checkbox"/> Drawing Prize             <input type="checkbox"/> Giveaways         </div> <div> <input type="checkbox"/> Food/Beverage             <input type="checkbox"/> Goods/Services         </div>
<b>ADVERTISE – Event Program</b> <input type="checkbox"/> 1 Page - \$200 <input type="checkbox"/> ½ Page - \$125 <input type="checkbox"/> ¼ Page - \$100	

*To receive full recognition of your support, please send your contribution by May 15, 2019*

- Online: [www.richmondmainstreet.org/healthy-village-festival](http://www.richmondmainstreet.org/healthy-village-festival) 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

☒ 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 this event.

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: