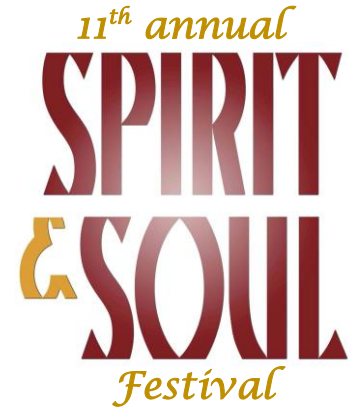




Celebrate Downtown Grand Finale & Salute to Soul 2.0



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August 12, 2019

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Dear Friend of Main Street,

Celebrate Downtown 2019 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 2.0* tribute lineup to launch the festival into another ten years of success! **You do not want to miss an afternoon filled with legendary performances, great food and beverages, shopping, and dancing on Macdonald Avenue!**

Saturday, September 21 | 1pm – 5pm

Macdonald Avenue, from Harbour Way – 13th Street

Top Shelf

PRIDE & JOY

But-tah

Classic R&B, Soul & Motown

The Bay Area's #1 Party Band

Renditions of Aretha

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—the revitalization of our historic downtown with many opportunities for residents and businesses to celebrate, grow, and thrive. We proudly acknowledge our sponsors and would be *honored* to have your company as a supporter of the Spirit & Soul Festival. In addition to investing in the community, our sponsorship benefits packages deliver direct exposure, including far-reaching social media impact, traditional advertisement, booths, tickets, on-site promotion.

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: bringing back our downtown with local businesses and activities with, for, and by Richmond residents. Send a message of caring and support for local arts, culture, and economic development and expand your company's presence in the community:

Make an investment in Main Street and mark your calendar for a *Salute to Soul 2.0* today! We know that you believe in the power of a vibrant, thriving downtown and we are happy to work with you to customize your sponsorship. We are excited about the possibility of working with you and look forward to partnering.

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

Spirit & Soul Festival 2019 ~ A Salute to Soul 2.0

Saturday, September 21 | 1pm – 5pm
Macdonald Ave from Harbour Way – 13th Street

Sponsorship Opportunities & Benefits

Customized sponsorship packages also available!

PLATINUM PRESENTING- \$10,000	
<ul style="list-style-type: none"> ✓ “Presented by” on <i>all</i> event marketing materials ✓ 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 event program 	<ul style="list-style-type: none"> ✓ MC shout-out, publicity, photo-ops, on stage address ✓ Customized social media shout outs ✓ Information booth space AND your company’s promotional material distributed at the event ✓ VIP Experience: 12 tickets/3 tables (reserved seating)
GOLD - \$7,500	SILVER - \$5,000
<ul style="list-style-type: none"> ✓ 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 event program ✓ MC shout out on-stage & Publicity and photo-ops ✓ Information booth space ✓ VIP Experience: 8 tickets/2 tables (reserved seating) 	<ul style="list-style-type: none"> ✓ 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 event program ✓ MC shout out on-stage & Publicity and photo-ops ✓ Information booth space ✓ VIP Experience: 4 tickets/1 table (reserved seating)
BRONZE - \$2,500	COMMUNITY PARTNER - \$1,000
<ul style="list-style-type: none"> ✓ 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 event program ✓ MC shout out on-stage & Information booth space ✓ VIP Experience: 2 tickets (reserved seating) 	<ul style="list-style-type: none"> ✓ 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 event program ✓ MC shout out on-stage ✓ VIP Experience: 1 ticket (reserved seating)
COLLABORATOR - \$500	IN-KIND DONATION
<ul style="list-style-type: none"> ✓ Name with link on website, online event postings, email newsletters, and company name in social media posts ✓ Logo in event program 	<div> <input type="checkbox"/> Drawing Prize <input type="checkbox"/> Giveaways </div> <div> <input type="checkbox"/> Food/Beverage <input type="checkbox"/> Goods/Services </div>
ADVERTISE – Event Program <input type="checkbox"/> 1 Page - \$300 <input type="checkbox"/> ½ Page - \$225 <input type="checkbox"/> ¼ Page - \$175	

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 full recognition of your support, please send your contribution by August 21, 2019

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