



Bring on the Yuletide Cheer!

November 12, 2019

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Dear Community Partner and Friend of Main Street:

The Holidays are on the horizon! For nearly two decades, the **Downtown Holiday Festival** has created opportunities for Richmond families to experience unique and unforgettable holiday activities and cultural experiences in a safe and welcoming atmosphere.



We are pleased to report that our partnership with the East Bay Center for the Performing Arts is strong and we are already hard at work ensuring that this year's **Downtown Holiday Festival** is the biggest and best yet!

Santa is on his way, our elves are ready to pack and distribute 300+ goodie bags, and East Bay Center students are creating another incredible rendition of *A Richmond Nutcracker*. Year after year, our families come Downtown for this yuletide cheer and we cannot let them down.



We need your help to make this holiday tradition happen.

Your financial or in-kind contribution will directly support our efforts to create a welcoming and high quality experience for all families who attend the festival and will ensure that every child gets the opportunity to see Santa, experience the magic of *A Richmond Nutcracker*, and create treasured memories right in their own neighborhood.



Your contribution—no matter the size—will make a *big impact* in our ability to welcome Richmond families to this year's **Downtown Holiday Festival.**



In recognition of your support, we will proudly acknowledge you as a sponsor of the event 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 bring the yuletide cheer Downtown.

We invite you to mark your calendar and join us for the festivities:

Downtown Holiday Festival

Wednesday, December 18 | 4pm – 8pm
339 11th Street, Richmond

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

With Grateful Appreciation,

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



Downtown Holiday Festival 2019 Opportunities for Generosity

SPONSORSHIP	
<p style="text-align: center;">GOLD LEVEL - \$2500</p> <ul style="list-style-type: none"> * Large logo with link on website, online event postings, and email newsletters * Large logo in print media, event program, sponsor signage at event * Company name in social media * Public thanks at the event * Memento photos with Santa 	<p style="text-align: center;">SILVER LEVEL - \$1000</p> <ul style="list-style-type: none"> * Medium logo with link on website, online event postings, and email newsletters * Medium logo in print media, event program, and sponsor signage at event * Company name in social media * Public thanks at the event * Social media shout-outs
<p style="text-align: center;">BRONZE LEVEL - \$500</p> <ul style="list-style-type: none"> * Small logo on sponsor signage at event * Name included in event program * Public thanks at the event 	<p style="text-align: center;">COMMUNITY PARTNER - \$250</p> <ul style="list-style-type: none"> * Public thanks at the event * Name included in event program
IN-KIND DONATIONS	
<p style="text-align: center;"><i>In-kind donors recognized at the sponsorship level equal to the retail value of donated items.</i></p> <ul style="list-style-type: none"> * Healthy Snacks - granola bars, fresh fruit (cuties), dried fruit, whole grain crackers, etc. * Goodie Bag Supplies - such as tissue paper, "stocking-stuffers", or candy canes * Gift cards to local retailers and grocery stores for the purchase of above supplies <p style="text-align: center;"><i>Contact us for quantity needs and delivery deadlines.</i></p>	
VOLUNTEER!	
<p>The perfect opportunity for individuals, youth groups, or corporate groups: For more information and to sign-up, visit www.RichmondMainStreet.org/volunteer-sign-up</p>	

*To receive full recognition for your donation, please send all contributions by **December 1.***

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

Name: _____ Organization/Business _____

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

Phone: _____ Fax: _____ Email: _____

Website: _____ Facebook: @ _____

Twitter: @ _____ Instagram: @ _____

☒ My level of support: ☐ Gold ☐ Silver ☐ Bronze ☐ Community Partner

☒ 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: _____