



Board of Directors

August 31, 2020

Billy Ward
Chair

Robert Rogers
Vice-Chair

Sarah Wally
Treasurer

Yvette Williams-Barr
Secretary

Charlene Smith
Cynthia Haden
Michael K. Martin
Tami Steelman Gonzales
Xavier Abrams

Vivian Wong
Executive Director

Dear Valued Community Partner,

Since day one of shelter-in-place, we have hit the ground running to meet the immediate needs of our business and residential communities. We piloted the [#HeartOfRichmond digital storytelling campaign](#) to help promote small businesses, hired local residents to conduct [Census 2020 phone banking](#), launched an exciting [matching fundraiser through Travis Credit Union Foundation](#) to procure Richmond-made PPE, set up a meal giveaway program, and much more.

Now, it's time to celebrate, relax, and dance!

We are going virtual with our 12th annual **Spirit & Soul Festival** on Saturday, October 17. We invite you to join the party *now* by becoming a sponsor: a win-win partnership that will provide you with wide-reaching recognition as a dedicated supporter of our district's performing artist, small business community, and rich cultural legacy.

Please respond by September 18, 2020, to maximize all of our marketing efforts for positive brand impressions. Thank you for your time and consideration, and all that you do to invest in the future of a vibrant and thriving Downtown Richmond.

Sincerely,

Vivian Wong, Executive Director



Richmond Main Street Initiative, Inc. is a 501(c)(3) corporation
Tax ID#: 68-0481132 | CFC #: 7672

1600 Nevin Plaza * Richmond, CA 94801

P: (510) 236-4049 * F: (510) 236-4052 * www.richmondmainstreet.org

Spirit & Soul Festival 2020

Saturday, October 17 | 4pm - 6pm | Virtual Concert

<i>Sponsorship Opportunities & Benefits</i>	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
“Presented by” on all Promotional Materials	★			
Direct Message Opportunity - During Festival	★			
30-second Ad - During Festival	★	★		
30-Second Ad on Social Media - Pre Festival	★	★	★	
Social Media Sponsor Shout Out - Pre & Post Festival	★	★	★	★
Logo & Name in all Promotional Materials and Online Posts <i>3000 e-newsletter subscribers & 9000+ social media reach</i>	★ Large logo	★ Medium logo	★ Medium logo	★ Small logo
Supporting Local Performing Artists <i>2 Bay Area favorites & 3 up & coming acts from the community</i>	★ All Acts	★ Headliner & Opener	★ Opener	★ Community Acts
Name on Digital Executive Producer Wall	★	★	★	★

Special Community Sponsorship Opportunity

★ Digital Executive Producer Wall ★

Become an Executive Producer! Donate any amount that you are able and your name will appear on the digital Executive Producer Wall at www.RichmondMainStreet.org and during the festival’s credit roll.

Pay what makes you happy. Suggested minimum donation \$5.

To receive full recognition of your support, please make your contribution by September 18

- Online: www.richmondmainstreet.org/spirit-soul-festival **OR**
- Send this completed pledge form and check to: Richmond Main Street Initiative, c/o Spirit & Soul Festival 2020, 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 Executive Producer Wall

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 September 18, 2020.

Signature

Title

Date