



# SPIRIT & SOUL

## Board of Directors

June 25, 2021

Robert Rogers  
*Chair*

Dear Valued Community Partner,

Charlene Smith  
*Vice-Chair*

*Alright you guys are making my day :D  
We sold 20 festival specials, so we're really happy!  
Thank you, Richmond Main Street!*

Sarah Wally  
*Treasurer*

These are just a few of the voices of the *thousands* of community members who participated in our first-ever virtual *and* televised Spirit & Soul Festival last year. *We're bringing Spirit & Soul Festival to the KOFY-TV20 and social media airwaves again and we invite you to help us make it happen!*

Yvette Williams  
*Secretary*

Billy Ward  
Cynthia Haden  
Michael K. Martin  
Tami Steelman-Gonzales  
Xavier Abrams

Our 13<sup>th</sup> annual **Spirit & Soul Festival** on Saturday, September 18 will feature top-notch musical entertainment, festival specials from local businesses, an exclusive VIP Experience happy hour and watch party hosted by The Factory Bar...and you!

Alicia Gallo  
*Interim Executive Director*

Last year we were blown away by the enthusiastic generosity of our Spirit & Soul Festival sponsors. This year **our goal is to raise \$25,000** and we know we can achieve it with you by our side.

**Join the party now** by becoming a sponsor: a win-win partnership that will provide you with Bay Area-wide brand exposure, reaching up to 63,000 viewers. We have a variety of sponsorship opportunities available and would be happy to work with you to create a custom package to meet your needs.

**Respond by July 16** to secure your spot in the 2021 **Spirit & Soul Festival** program and to maximize every opportunity to **promote your company as a dedicated supporter of Richmond Main Street** and our strong leadership in the revitalization of our downtown through arts, culture, and homegrown entrepreneurship.

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,

Alicia Gallo  
Interim Executive Director

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

# 13<sup>th</sup> Annual Spirit & Soul Festival

September 18, 2021 | 2pm

Virtual Program Airing on KOFT-TV20 & Streaming Live Online

<b>Sponsorship Opportunities &amp; Benefits</b>	<b>Platinum \$5,000</b>	<b>Gold \$2,500</b>	<b>Silver \$1,000</b>	<b>Bronze \$500</b>
<b>“Presented by” on all Promotional Materials</b>	★			
<b>Direct Video Message Opportunity</b> - During Festival	★			
<b>30-second Ad</b> - During Festival	★	★		
<b>30-second Ad on Social Media</b> - Pre Festival	★	★	★	
<b>Social Media Sponsor Shout Out</b> - Pre & Post Festival	★	★	★	★
<b>VIP Experience Happy Hour &amp; Watch Party</b> <i>Gourmet beverages &amp; snacks for 2 courtesy of The Factory Bar</i>	★ 10 tickets	★ 6 tickets	★ 4 tickets	★ 2 tickets
<b>Logo &amp; Name in all Promotional Materials &amp; Online Posts</b> <i>3000 e-newsletter subscribers &amp; 9000+ social media reach</i>	★ X-Large logo	★ Large logo	★ Medium logo	★ Small logo
<b>Supporting Local Performing Artists</b>	★	★	★	★
<b>Name on Digital Executive Producer Wall</b>	★	★	★	★

## Special Community Partner Opportunities

### Executive Producer Credit

Donate any amount and your name appears on the festival's digital Executive Producer Wall.

### Cash Prize Sponsor - \$500

Make one lucky viewer's festival experience truly memorable!

### Business Commercial - \$150

30-second ad, production included, airing during festival and social media.  
*Only 4 available!*

**To receive full recognition of your support, please make your contribution by July 16**

- Online: [www.richmondmainstreet.org/spirit-soul-festival](http://www.richmondmainstreet.org/spirit-soul-festival) **OR**
- Send this completed pledge form and check to: Richmond Main Street Initiative, c/o Spirit & Soul Festival 2021, PO Box 1414, Richmond, CA 94802

Name: \_\_\_\_\_ Organization/Business \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: @ \_\_\_\_\_

Twitter: @ \_\_\_\_\_ Instagram: @ \_\_\_\_\_

My level of support:  Platinum  Gold  Silver  Bronze  Executive Producer  Cash Prize  Commercial

*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 June 30, 2021.*

\_\_\_\_\_  
Signature & Title

\_\_\_\_\_  
Date