



## **Sponsorship Benefits for the El Cerrito/worldOne 4<sup>th</sup> of July Festival**

- ✓ The 4<sup>th</sup> of July Festival has been in operation for almost thirty years.
- ✓ Attendance is expected to exceed 10,000 persons throughout the day.
- ✓ Staff is happy to work with you on comparable alternatives to the benefits below that may better suit your organization/business.

<b><i>SPONSORSHIP LEVEL</i></b>	<b><i>BENEFITS RECEIVED</i></b>
<b>\$100 Stars</b>	<ul style="list-style-type: none"><li>✓ Acknowledgement in the City's 2018 &amp; 2019 Recreation Brochures (rECguide), City Newsletter, and the City of El Cerrito website as a 4<sup>th</sup> of July Festival Sponsor.</li></ul>
<b>\$300 Stripes</b>	<ul style="list-style-type: none"><li>✓ All benefits described above.</li><li>✓ Your name on a sponsor list sign placed at the Festival.</li></ul>
<b>\$600 Red</b>	<ul style="list-style-type: none"><li>✓ All benefits described above.</li><li>✓ Your name will be featured on an individual 1' x 3' sign at the July 3<sup>rd</sup> Event and 4<sup>th</sup> of July Festival and/or you can provide us with your own sign or banner to be displayed at the Festival.</li></ul>
<b>\$1,000 White</b>	<ul style="list-style-type: none"><li>✓ All benefits described above.</li><li>✓ 88.1KeCg97.7 will announce your business or organization as a sponsor of the 4<sup>th</sup> of July Festival from May through the event 2018.</li></ul>
<b>\$2,000 Blue</b>	<ul style="list-style-type: none"><li>✓ All benefits described above.</li><li>✓ Acknowledgement in sponsoring any one of the Festival's activities; games, children's rides, climbing wall, jumpers etc.</li><li>✓ Special acknowledgement at the Festival and special recognition for being a major contributor in our advertisements.</li><li>✓ A 10 x 10-foot booth space to promote your business or organization at the 4<sup>th</sup> of July Festival.</li><li>✓ 88.1KeCg97.7 will feature your business or organization specifically as an underwriter of the 4<sup>th</sup> of July Festival in a 20-30 second dedicated promotional announcement from May through the event 2018.</li></ul>

**\$4,000 Fireworks**

- ✓ All benefits described above
- ✓ 2' X 12' banner at the July 3<sup>rd</sup> Event and 4<sup>th</sup> of July Festival acknowledging your Fireworks Level Sponsorship.
- ✓ A centrally located, decorated booth for your use during the Festival.
- ✓ Quarter page, dedicated sponsorship acknowledgment in the Winter/Spring **rECguide** (27,500 copies distributed to all residents of El Cerrito, Kensington, and Richmond Annex).
- ✓ The City of El Cerrito and worldOne will be glad to work with you in determining your advertising needs during the Festival!

**\$5,000+ Presidential**

- ✓ All benefits described above.
- ✓ Recognition as Co-Presenter of the City of El Cerrito/worldOne July 3<sup>rd</sup> Event and 4<sup>th</sup> of July Festival.
- ✓ Large banner in prominent location at Festival.

***PLEASE COMPLETE THE ENCLOSED SPONSORSHIP APPLICATION AS SOON AS POSSIBLE IN ORDER TO ENSURE RECEIPT OF BENEFITS AS OUTLINED ABOVE***

Thank you for your support, see you at the Festival!



## YES, I WANT TO BE A 4<sup>TH</sup> OF JULY SPONSOR!

Please check your level of sponsorship:

\$100 Stars    \$250 Stripes    \$500 Red    \$1,000 White

\$2,000 Blue    \$4,000 Fireworks    \$5,000 + Presidential

Company/Organization/Family Name:	
Contact Person:	
Address:	
Phone:	Email:
Special Advertising Instructions:	

Please make your check payable to "City of El Cerrito" and submit with this form:

City of El Cerrito  
Recreation Department  
7007 Moeser Lane  
El Cerrito, CA 94530

Your donation will be used for expenditures related to the 3<sup>rd</sup> of July Event and 4<sup>th</sup> of July Festival and help keep both celebrations **FREE** for all! In exchange, you will receive great benefits and recognition detailed on the Sponsorship Benefits page.

If you would like to help sponsor in an amount not listed, we will gladly accept other amounts. In-kind donations of goods or services are also a way for your organization to be a sponsor. Please contact Sarah DiBenedetto (510) 559-7001 if you have any comments or questions.

For more information regarding this year's event, please visit our web site at [www.el-cerrito.org/july4](http://www.el-cerrito.org/july4) or call (510) 559-7000.