

SAVE.

SUPPORT APPLE VALLEY EVENTS

2020



Town of
Apple Valley
California

www.AppleValleyEvents.org

COMMUNITY PARTNERSHIP



When the scoreboards at the James Woody Community Center malfunctioned in the middle of a volleyball tournament, team coach Courtney Ebmeyer decided to do something about it and secured a donation from Ebmeyer to cover most of the cost to replace them.

Similarly, when the Freedom Festival was at risk of having to shorten its popular fireworks display, Charles Abbott Associates and Best, Best & Krieger stepped up to ensure the event remained as grand as it has always been without having to charge for admission.

These are just two examples of how community partnerships have Supported Apple Valley Events (S.A.V.E.) that create lasting memories for families. More than 35,000 people attend events in person, and many more see our marketing and outreach. We've come so far since the first event was held in 1998, where a few dozen game and food booths lined the parking lot, and a few thousand people came out for fun and fireworks.

JOIN US

Donors enjoy extensive positive exposure in our community, and the opportunity to meet prospective customers face-to-face. Whether supporting special events, animal services, recreation or environmental programs, you simply cannot find a better investment for your sponsorship dollars while helping to bring fun, affordable, family entertainment close to home.

REAP THE REWARDS

People come from all over the High Desert to participate in our high-quality programs. Citizen surveys consistently show high marks for our events and their importance in maintaining a "small town" feel in Apple Valley. Reach 35,000 people at events, and thousands more through ads in the *Our Town* newsletter, as well as receive exposure on our website and social media accounts. Recognition by the Town Council, event banners and opportunities for promotional activities at events are just a few of the many benefits you can receive. Beyond Special Events, you can also choose to dedicate your contribution to saving animals, helping the environment, providing affordable recreation activities for our youth and much more.



PAWS N' CLAWS
PET FAIR



CHRISTMAS
TREE LIGHTING



SUNSET
CONCERT SERIES



SUMMER KICK-OFF

GET STARTED

Donations are processed through the Apple Valley Community Resource Foundation, the Town's nonprofit 501(c)3 public benefit corporation that lessens the costs of government while supporting cultural, recreational and human services. Return this form today!

Your donation to the Apple Valley Community Resource Foundation for our special events may be tax-deductible! Consult your tax professional.

SPONSOR LEVELS

Tiers include ALL benefits of each level below them!



Red Apple (\$5,000 minimum)

Company branding of our brand new GIANT park chairs for one year!

Official supporting sponsor of a seasonal event

Radio, print, digital and social ads

Half-page ad in one issue of *Our Town**

Vendor Booth at applicable event(s)



Golden Apple (\$10,000+)

Title Sponsorship opportunity

Half-page ad in two issues of *Our Town**

Customized banner at event



Green Apple (\$2,500 minimum)

Guaranteed sponsor booth at one Sunset Concert

Public address recognition at events

Business name and logo on a shared sponsor banner

Logo on event T-shirts when applicable

Quarter-page ad in one issue of *Our Town**

Recognition in the Town Recreation Guide**



Apple Slice (\$1,000 minimum)

Business card-sized ad in one issue of *Our Town**

Business logo and link on the Town website

Linked logo in our digital newsletter



Apple Core (\$500 minimum)

Company listing in the *Our Town* newsletter

Website listing including link back to business website

Publicity on social media channels



Apple Seed (\$250 minimum)

Name on sponsor recognition board

Listing on Town website

Recognition by the Town Council in Fall 2020



HERE ARE A FEW OF THE MANY EVENTS WE OFFER...

- Freedom Festival
- Sunset Concerts
- Rockin' Flea Markets
- Holiday Craft Fair
- Christmas Tree Lighting
- 5K/10K Running Series
- Reverse Triathlon
- Summer Kick-off Event
- Movies in the Park
- Trunk or Treat
- Egg Hunt
- Paws N' Claws Pet Fair
- Fur Ball Animal Benefit
- Community Enhancement Events
- Aquatic Events

*The *Our Town* newsletter is direct mailed to every address in the 92307 and 92308 zip codes three times per year. Ad space is not cumulative. Sponsor benefits are representative. Levels can be customized to meet your needs. Levels may have a limited number available and may vary slightly due to event logistics.



COUNT ME IN FOR
THE FOLLOWING
DONATION!

QUESTIONS?
Contact Liz Fratt at
efratt@applevalley.org
or call (760) 240-7880

Contact Name _____

Company/Organization Name _____

Address _____

City/State/Zip _____ Phone _____

Email _____

Website _____

Facebook _____

\$250 \$500 \$1,000 \$2,500 \$5,000 \$10,000 Other \$ _____

My tax deductible donation may be used to benefit any and all Town events

(Optional) I would like my tax deductible donation to go to: _____

In-Kind sponsorship

(Must be agreed upon in advance, and for a service or product the town would normally use for the event, at the discretion of the Town of Apple Valley.)

In kind donation: _____ Value: _____

I understand that I will receive the benefits as set forth in the exhibit attached hereto. Events are expected to be held regardless of weather. No refund of sponsorship donations will be given. Receiving the maximum value of the sponsorship package is dependent upon timely receipt of money, services, material, artwork, etc. Sponsorship benefits will not be provided and this agreement will not be binding until payment has been made in full and this agreement is executed by a Town of Apple Valley representative in the space below.

Signed: _____ Date: _____

Accepted by: _____ Date: _____

PAYMENT INFORMATION: For undesignated donations, or for events through August 2020, all contributions are due by May 31, unless other arrangements have been made. For events after August, payments must be received by July 30, 2020.

Make checks payable and mail to:

Apple Valley Community Resource Foundation | 14955 Dale Evans Parkway | Apple Valley, CA 92307

For credit card payment: Visa Mastercard

Card # _____ Exp _____ 3 Digit Code on back _____

Name printed on card _____

Signature _____

LOGO INFORMATION:

Please provide business logo on flashdrive or by email to efratt@applevalley.org. Files must be as a high resolution jpg or eps.