



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 2022, all contributions are due by May 31, unless other arrangements have been made. For events after August, payments must be received by July 30, 2022.

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.

S.A.V.E.

SUPPORT APPLE VALLEY EVENTS

2022



www.AppleValleyEvents.org

COMMUNITY PARTNERSHIP



When American Idol contestant (now winner) Chayce Beckham returned to Apple Valley for the television show's Welcome Home event on May 18, 2021, the Town of Apple Valley had the pleasure of hosting an unforgettable concert. This was a major and unique opportunity for the Town and organizing the event was no easy task, but our Community Partners,

like Agio Real Estate, recognized the significance of this historical event and helped make it possible. Chayce's family, friends, and fans safely enjoyed the socially distanced event and were able to be part of his journey.

The American Idol Welcome Home Event is just one example 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 such as our Sunset Concert Series, Freedom Festival, Christmas Tree Lighting, and much more.

Sponsorships remain a vital part of not only continuing the legacy of what makes Apple Valley so special, but also the creation of new opportunities for growth and innovation. We understand the power behind community events that brings people together through a shared experience. The last few years have affected everyone in some way, but it has not changed the way we shape our community through providing quality special events and programs.

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 and digital monthly 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.

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.



PAWS N' CLAWS PET FAIR



CHRISTMAS TREE LIGHTING



SUNSET CONCERT SERIES



FREEDOM FESTIVAL



SAVE

SUPPORT APPLE VALLEY EVENTS - 2022

SPONSOR LEVELS

Tiers include ALL benefits of each level below them!

Red Apple (\$5,000 minimum)

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 all concerts and Freedom Festival

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 stage banner at one concert
Logo on event T-shirts when applicable
Quarter-page ad in one issue of *Our Town**

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*
Logo listed in one Recreation Guide

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

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

**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. Levels can be customized to meet your needs. Levels may have a limited number available and may vary slightly due to event logistics. The digital newsletter is sent out to approximately 5,000 email addresses every month.*

- 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