

SEASON SPONSORS



Town of
Apple Valley
California



Sponsorships remain a vital part of not only continuing the legacy of what makes Apple Valley so special, but also the creation of new events and activities. 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.

www.applevalleyevents.org



→ CHAYCE BECKHAM at the Apple Valley Boots in the Desert concert!



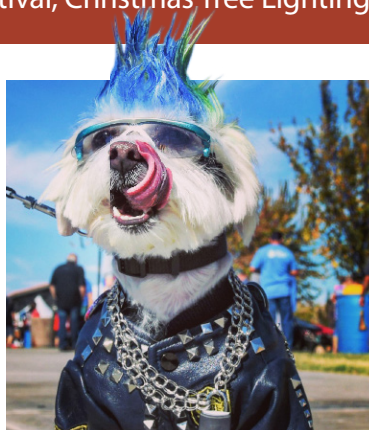
In June of 2022, American Idol winner Chayce Beckham was welcomed home with the first full scale concert hosted by the Town of Apple Valley. Our “Boots in the Desert” concert was held at Lenny Brewster Sports Center Park with thousands of family, friends and fans in attendance. The support of our generous sponsors helped it all come to fruition. The Boots in the Desert concert is just one example of how community partnerships have supported Apple Valley events that create lasting memories for families. More than 35,000 people attend events such as our Sunset Concerts Series, Freedom Festival, Christmas Tree Lighting, and much more.

JOIN US

Donors enjoy extensive positive exposure in our community, and the opportunity to meet prospective customers face-to-face. You simply cannot find a better investment for your sponsorship dollars than supporting special events and 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 events. 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 eNewsletter 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.





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!

SPONSOR LEVELS

Tiers include ALL benefits of each level below them.

GOLDEN APPLE (\$10,000+):

- Title Sponsorship opportunity
- Social media spotlight – Video
- Customized banner at event

RED APPLE (\$5,000 minimum):

- Official supporting sponsor of a seasonal event
- Social media spotlight – Picture
- Vendor booth at ALL concerts and Freedom Festival

GREEN APPLE (\$2,500 minimum):

- Guaranteed sponsor booth at one Sunset Concert
- Public address recognition at events
- Business name & logo on a stage banner at one concert
- Logo on event T-shirts when applicable

INCLUDED AT ALL LEVELS:

- Business logo and link on the Town Website
- Linked logo in our digital newsletters with one Sponsor Spotlight
- Logo listed in one Recreation Guide
- Name on sponsor recognition board
- Recognition by the Town Council

EVENTS WE OFFER...

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

SCAN ME



Social media spotlights are not cumulative



COUNT ME IN FOR THE FOLLOWING DONATION!

QUESTIONS? Contact Kyla Dunn at kdunn@applevalley.org or call (760) 240-7880

Name:

Company/Organization Name:

Address/City/State/Zip:

Email:

Phone:

Website URL:

Facebook:

Donation Amount: \$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 to in advance, 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 to:

Donation Amount:

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.

Signature:

Date:

Approved By: (For office use only)

Date: (For office use only)

PAYMENT INFORMATION: For undesignated donations, or for events through August 2023, all contributions are due by May 31, unless other arrangements have been made. For events after August, payments must be received by July 30, 2023.

MAKE CHECKS PAYABLE/MAIL TO: Apple Valley Community Resource Foundation | 14955 Dale Evans Parkway, Apple Valley, CA 92307.

Credit Payments: VISA MASTERCARD **Card #:** _____

3-DIGIT CODE: _____ **Name on card:** _____

Signature:

LOGO INFORMATION: Please provide business logo on flashdrive or by email to kdunn@applevalley.org. Files must be in PNG or vector based formatting.