

S.A.V.E.

SUPPORT

APPLE VALLEY

Events

2019



[www.AppleValleyEvents.org](http://www.AppleValleyEvents.org)

# Dear Community Partner...



Imagine the excitement of a child witnessing fireworks for the first time. Each year, his family and friends gather to spend the day at Brewster Park, in excited anticipation of the great music, delicious food and games! Now in its 22nd year, the Freedom Festival has become a favorite tradition in Apple Valley for thousands of families celebrating our nation's independence.

Help us create lasting memories for families by supporting our award-winning special events. More than 35,000 people attend our events in person, and many times 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.

We owe much of our success to Community Partners like you. Your sponsorship through the S.A.V.E. campaign lets us continue to offer high-quality programs. Please join corporate partners such as Apex Bulk Commodities, Best, Best & Krieger, Alaska USA Federal Credit Union, Cemex, and many more businesses and individuals to bring fun, affordable family entertainment close to home.

Our donors enjoy extensive positive exposure in our community, and the chance to meet your prospective customers face-to-face. You simply cannot find a better investment for your sponsorship dollars. Whether it's special events, animal services, recreation or environmental programs, let us match your sponsor dollars with your passion.

## 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. Besides Special Events, you can 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 burdens 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



## Apple Seeds (Minimum \$250):

- Listing on Town website
- Recognition by the Town Council in Fall 2019
- Name on sponsor recognition board

## Apple Core (Minimum \$500) Everything above, PLUS:

- Our Town and website listings including link to business website
- Publicity on social media channels

## Apple Slice (\$1,000 minimum) Everything above, PLUS:

- Optional vendor booth space at one Sunset Concert
- Business name on shared sponsor banner
- Business logo on Town-produced marketing materials
- Business card-sized ad in one issue of *Our Town*\*
- Logo and name on sponsor recognition board

## Green Apple (\$2,500 minimum) Everything above, PLUS:

- 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*\*

## Red Apple (\$5,000 minimum) Everything above, PLUS:

- Inclusion in radio and print ads
- Half-page ad in one issue of *Our Town*\*

## Golden Apple (\$10,000 minimum) Everything above, PLUS:

- Half-page ad in two issues of *Our Town*\*
- Customized promotional activity at event
- Individual custom banner at event

*Presenting and Title Sponsorships and other custom recognition is available and varies by event.*

*\*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.*



# Here are a few of the many events we offer...

- Freedom Festival
- Sunset Concerts
- Rockin' Flea Markets
- Holiday Craft Fair
- Apple Valley Idol
- Most Talented Kid
- Firecracker Run
- Christmas Tree Lighting
- Heart Games
- Vantastic!
- Bunny Run & Egg Hunt
- Turkey Run
- Paws n' Claws Pet Fair
- Fur Ball Animal Benefit
- Community Clean Up Days
- Mattress, Tire and Appliance Disposal Days
- Aquatic Events





COUNT ME IN FOR THE FOLLOWING DONATION!

QUESTIONS? - Contact Lori Lamson at LLamson@applevalley.org or call 760-240-7000 x7204

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 2019, all contributions are due by May 31, unless other arrangements have been made. For events after August, payments must be received by July 30, 2019.

**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 kkelley@AppleValley.org. Files must be as a high resolution jpg or eps.