

# SEASON SPONSORS 2025



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 Town of Apple Valley is committed to crafting cost-free, family-friendly events for the community and actively seeks ways to enhance the “Better Way to Play”.

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







Last year our Civic Center Park saw record attendance of 16,500 attendees at our free Sunset Concert Series. Across the 7-concert series, the Town of Apple Valley acquired a variety of high-quality performers including the Taylor Swift tribute band, Twist on Taylor. It would not be possible without the generous support of our sponsors to provide these wonderful experiences to the community.

Our Sunset Concerts are just one example of how community partnerships have supported Apple Valley events that create lasting memories for families. More than 40,000 people attend events such as our Sunset Concerts 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 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.

## 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 40,000 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 when applicable
- Business name and 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

***\*Social media spotlights are not cumulative\****

## EVENTS WE OFFER...

- Freedom Festival
- Sunset Concerts
- Rockin' Flea Markets
- Holiday Craft Fair
- Christmas Tree Lighting
- Summer Kick Off
- Movies In The Park
- Aquatics Events
- Eggstravaganza
- 5K/10K Running Series
- Trunk or Treat
- Community Enhancement Events
- Reverse Triathlon
- Fur Ball Annual Benefit
- Paws and Claws Pet Fair
- Happy Trails Parade

## SCAN ME



# COUNT ME IN FOR THE FOLLOWING DONATION!

**QUESTIONS?** Contact [recreation@applevalley.org](mailto:recreation@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 2025, all contributions are due by May 31, unless other arrangements have been made. For events after August, payments must be received by July 31, 2025.

**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:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**LOGO INFORMATION:** Please provide business logo on flash drive or by email to: [recreation@applevalley.org](mailto:recreation@applevalley.org). Files must be in PNG or vector based formatting.