

CITYFEST PRESENTING SPONSOR

One sponsor will have the unique opportunity to share the spotlight with this regionally recognized event. As the Presenting Sponsor, your company will be prominently showcased in every facet of the festival's marketing plan. Presenting sponsor makes a minimum contribution of \$10,000.

Some benefits of being the Presenting Sponsor include:

- The Official Auburn CityFest logo and Presenting Sponsor designation may be used in Sponsor's Marketing and Public relations programs.
- The Presenting Sponsor's name will be included in a mix of up to 20 news, business and industry, arts and entertainment publications and web sites.
- The Presenting Sponsor's Logo identity will be included on all outdoor billboard(s).
- The Presenting Sponsor's name will be showcased in the four-color Auburn CityFest Program, distributed to patrons as they enter the park.
- The Presenting Sponsor's logo will be included on all printed Auburn CityFest materials, including festival and staff t-shirts and all VIP passes.
- The Presenting Sponsor's name will be listed throughout the festival web site.
- The Presenting Sponsor will be announced in all press releases sent to local and regional media.
- The Presenting Sponsor will be recognized on any television coverage.
- The Presenting Sponsor's name and logo will be incorporated into on-site sponsor boards at festival entrance.
- The Presenting Sponsor will receive 10 Auburn CityFest t-shirts, 20 VIP passes for admission to the VIP Hospitality Tent and 20 VIP parking passes.
- The Presenting Sponsor will have on site location throughout the day of the festival located in the Artist Marketplace.

THANK YOU!

Thank you for your consideration of becoming a sponsor of Auburn CityFest. This FREE, fun-filled community event would not be made possible without the support and dedication from businesses like yours. We appreciate you taking the time to look at our levels of sponsorship, and we are available to assist you in any questions you may have. For additional information, please call Auburn Parks & Recreation at 501-2936, or visit the Auburn CityFest official web site at www.auburncityfest.com.

AUBURN CITYFEST SPONSOR INFORMATION BROCHURE

- PRESENTING SPONSOR •
- COMMUNITY SPONSOR •
- OFFICIAL SPONSOR •
- PATRON SPONSOR •

AN AUBURN PARKS & RECREATION EVENT

For additional information, please visit our web site at www.auburncityfest.com

CITYFEST COMMUNITY SPONSOR

This sponsor will have the unique opportunity to share the community spotlight with this regionally recognized event. As a Community Sponsor, your company will be showcased in many facets of the festival's marketing plan. Community Sponsor makes a minimum contribution of \$5,000.

Some benefits of being a Community Sponsor include:

Official Logo Usage

The festival logo and Community Sponsor designation may be used by Sponsors in their marketing and public relations programs.

Advertising

Community Sponsor's name will be included in a mix of up to 15 news, business and industry, arts and entertainment publications and web sites. Community Sponsor's name showcased in the four-color Auburn CityFest Program, distributed to patrons as they enter the park. Community Sponsor's logo included on all printed Auburn CityFest materials. Community Sponsor's logo included on printed Auburn CityFest t-shirts.

Web Site/Online Promotion

Community Sponsor's name listed throughout the festival web site during the year.

On Site Recognition

Community Sponsor will have prominent exhibit booth space on site where it may promote their product and/or service(s). Four, 20 second spots announced at the Entertainment Pavilion acknowledging company sponsorship. Community Sponsor recognized in the Auburn Parks and Recreation Publications. Invitation to present sponsorship contribution at an Auburn City Council meeting.

VIP Passes

Ten VIP Passes for admission to the VIP Hospitality Tent.
Ten VIP Parking Passes for exclusive parking.

Festival Merchandise

Community Sponsor receives 6 Auburn CityFest official t-shirts.

CITYFEST OFFICIAL SPONSOR

Official Sponsors receive high visibility as a primary supporter of Auburn CityFest. Participation as an Official Sponsor includes major on and off-site exposure giving the opportunity to be prominently incorporated into every facet of the festival's marketing plan. Official Sponsors must make a minimum contribution of \$1000.

Some benefits of being an Official Sponsor include:

- The Official Sponsor's name included in a mix of up to 10 news, business and industry, arts and entertainment publications and web sites.
- The Official Sponsor's logo will be on the four-color Auburn CityFest program, distributed to patrons as they enter the park.
- The Official Sponsor's logo will be printed on the Official Auburn CityFest festival shirt.
- The Official Sponsorship will be announced in one dedicated press release sent to local and regional media.
- The Official Sponsor Name will be incorporated into on-site sponsor boards at festival entrance.
- Official Sponsor's will receive a designated area to set up a booth during the day of the festival.
- Official Sponsor's will receive 4 festival shirts prior to the festival.
- Official Sponsor's will receive 5 VIP Hospitality Tent Passes and 5 VIP parking passes.

Official Sponsorship Opportunities include:

You receive major on-site exposure as exclusive sponsor with one of the following areas: The Children's Imagination Station, the Artist Marketplace, the Nunn-Winston House, the Arts & Crafts Vendor Showcase, the Non-Profit Showcase, the Entertainment Pavilion, the Eats & Treats Alley and the volunteer headquarters. Additional opportunities and areas are available.

CITYFEST PATRON SPONSOR

Becoming a Festival Patron is an affordable way to support the festival and promote your business at the same time. Festival Patrons make a minimum contribution of \$500.

Some benefits of being a Festival Patron Sponsor include:

- Auburn CityFest authorizes the participating company to promote themselves as an official Patron supporting the festival.
- The Patron Sponsors name will be listed in the four-color Auburn CityFest program, distributed to patrons as they enter the park.
- The Patron's name will be incorporated on the on-site sponsor boards at festival entrance.
- The Patron Sponsor will receive 2 VIP Hospitality Passes and 2 VIP Parking Passes.
- The Patron Sponsor will receive 2 Official Auburn CityFest festival t-shirts.
- The Patron Sponsor's name will be listed on the sponsors page at the festival web site throughout the year.

We encourage your business to take a close look at all of the benefits of being the exclusive Community Sponsor of Auburn CityFest. This is a great opportunity for your business to showcase your dedication to the community by supporting this FREE family event.