

2015-2016 Special Event Sponsorship Opportunities



Help make a difference in our community by Sponsoring Special Events in the City of Irwindale

On behalf of the Irwindale City Council, I would like to thank you for taking the time to consider becoming a Special Event Sponsor. The City Council strives to maintain programs which enrich the quality of life for residents and visitors alike. Every year the City, through its Library, Parks and Recreation, and Senior Center provides special events for all members of the community to enjoy. These events, which draw a total of over 2,500 participants, include:

- 4th of July Fiesta and Fireworks Spectacular
- Christmas Celebration
- Irwindale Public Library Foundation
- Learning Center
- Music in the Park

To help support the success of each event, the City of Irwindale offers several sponsorship opportunities. It is our hope that you will partner with us in providing positive, entertaining outlets for the members of our community, especially in these tough economic times, when positive outlets such as these are vital. This will also provide you with an opportunity to reinforce your commitment to the community.

By partnering with the City of Irwindale, we will offer your business an avenue to increase visibility within the community. Reserve your spot today by contacting Theresa Olivares at (626) 430-2294 or theresao@ci.irwindale.ca.us.

Thank you again for taking the time to review the enclosed Special Event Sponsorship opportunities and making a difference in our community.



Sincerely,
Mayor Mark A. Breceda
City of Irwindale

Learning Center

Event Profile

There are three educational programs offered by the Library through the Learning Center. These programs provide tutoring and homework help to school age children residing in Irwindale. The investment for one (1) child to participate in one of the three programs is as follows:

- Homework Help = \$200/child (offered September through May)
The Homework Help program offers support in working on assigned homework to children from Kindergarten through 12th grade. This program is serviced by qualified teachers and volunteers.
- Targeted Tutoring = \$400/child (offered September through May)
This program is designed for children requiring tutoring in a specific subject matter, i.e. math or reading. This program is instructed by a credentialed teacher.
- At Risk of Retention or RSP = \$1,560/child (offered July through June)
A child who is in danger of failing their grade or is currently participating in a Resource Specialist Program may be eligible to receive tutoring at the Jones Reading and Math Clinic in Covina. The City's Librarian determines if the child meets the program requirements.

Target Audience: School age children (K-12th grade)
Anticipated Attendance: 40+ participants
Date and Time: Varies
Location: Irwindale Library Learning Center
or Jones Reading and Math Clinic in Covina, CA
Budget: \$90,700 **Sponsorship Goal:** \$16,000

Sponsorship Levels*

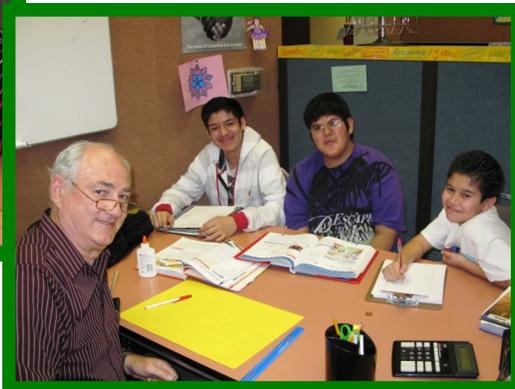
Homework Help \$200/child

Target Tutoring \$400/child

At-Risk of Retention or Resource Specialist Program \$1,560/child

Sponsorship recognition will correspond with Bronze, Silver, Gold, and Platinum levels described in this program.

*If sponsorship funds exceed need, the funds may be used for other Library Programs.



With commitment by July 1, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.

Senior Center

Event Profile

These two annual events are held at the Irwindale Senior Center in November and December, respectively. The semi-formal dances includes a live performance from the Irwindale Recreation department Tiny Tot class, and deliciously catered dinner followed by dancing to a live band. The Christmas dance also includes the opportunity for seniors to win a raffle item.

Target Audience: Seniors, 50 years +
Anticipated Attendance: 100 for each dance
Date and Time: Thanksgiving Dance—Fri., November 13, 2015
Christmas Dance—Fri., December 11, 2015
Location: Irwindale Senior Center
Budget: \$5,000 **Sponsorship Goal:** \$5,000

Promotional Plan

- Irwindale Chamber of Commerce Insights: Monthly newsletter distributed through mail to nearly 900 households and businesses
- Website information
- Posters
- Flyers

Sponsorship Levels

Platinum Sponsor	\$2,500
Gold Sponsor	\$1,500
Silver Sponsor	\$500
Bronze Sponsor	\$250
Friend Sponsor—In-Kind	

With commitment by September 1, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.



Christmas Celebration and Christmas Tree Lighting Ceremony

Event Profile

This annual event is held on the first Saturday of December. Activities include entertainment by our very own Tiny Tot class, special activities classes, and an amazing magic show. Christmas arts and crafts, food, and sweets are sold at this event by various non-profit organizations from the community. The night will end with a special visit from Santa who brings stockings filled with goodies for everyone.

Target Audience:	Families, youth, teens, adults and seniors
Anticipated Attendance:	150+ participants
Date and Time:	Friday, December 4, 2015
Location:	Dan Diaz Recreation Center
Budget: \$3,900	Sponsorship Goal: \$2,700

Promotional Plan

- Posters at Recreation Department, Library, Senior Citizen Center, City Hall and Chamber of Commerce
- Flyers: All resident in the City of Irwindale
- Irwindale Chamber of Commerce Insights: Monthly newsletter distributed through mail to nearly 900 households and businesses
- Press releases
- Website information



Sponsorship Levels

Gold Sponsor	\$1,500
Silver Sponsor	\$500
Bronze Sponsor	\$250
Friend Sponsor—In-Kind	

With commitment by October 1, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.

4th of July Fiesta and Fireworks Spectacular

Event Profile

Come and enjoy our Fourth of July Celebration an Irwindale Park. Enjoy a day of music, food and entertainment as we celebrate our independence.

Target Audience: Families, youth, teens, adults and seniors

Anticipated Attendance: 1500+ on-site.

Date and Time: Monday, July 4, 2016
Fiesta begins at 12:00 noon
Fireworks light up the sky at 9:00pm.

Location: Irwindale Park

Budget: \$40,000 **Sponsorship Goal:** \$20,000

Promotional Plan

- Posters at Recreation Department, Library, Senior Citizen Center, City Hall and Chamber of Commerce.
- Irwindale Chamber of Commerce Insights: Monthly newsletter distributed through mail to nearly 900 households and businesses
- Flyers: All residents in the City of Irwindale
- Website information
- Press releases
- Event banner



Sponsorship Levels

Presenting Sponsor	\$5,000
Platinum Sponsor	\$2,500
Gold Sponsor	\$1,500
Silver Sponsor	\$500
Bronze Sponsor	\$250

With commitment by May 1, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.

IRWINDALE

PUBLIC LIBRARY FOUNDATION

Founding Sponsor: Vulcan Materials

Event Profile

The Irwindale Public Library Foundation provides support to the Irwindale Public Library for programming, new service directions and the educational pursuits of the Library through fundraising. The current program, initiated and supported by the Foundation, is the Financial Literacy series that is being held February through April. Planning is underway for future events and the Foundation Board members would love to have feedback from you about what types of programs and events you would like to participate in. Please call (626) 430-2228 or e-mail librarystaff@ci.irwindale.ca.us and give the City Librarian your feedback.

Target Audience: Families, youth, teens, adults and seniors

Anticipated Attendance: 40-200 (varies)

Date and Time: Varies

Location: Irwindale Public Library

Budget: \$20,000

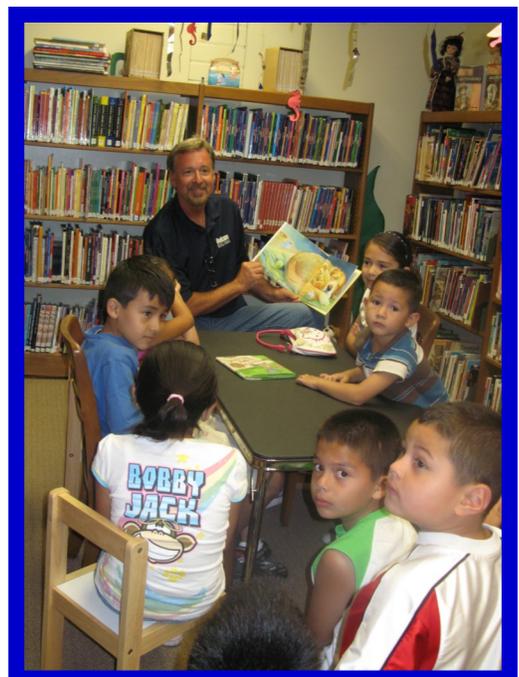
Sponsorship Goal: \$20,000

Sponsorship Levels

Presenting Sponsor	\$5,000
Platinum Sponsor	\$2,500
Gold Sponsor	\$1,500
Silver Sponsor	\$500
Bronze Sponsor	\$250
Friend Sponsor—In-Kind	

Promotional Plan

- Posters
- Website Information
- Media releases on occasion
- Flyers: Approximately 500 individuals will receive flyers of the event
- Irwindale Chamber of Commerce Insights: Monthly newsletter distributed through mail to nearly 900 households and businesses



Music in the Park

Event Profile

A FREE seven-week outdoor concert series to increase the quality of life of the Irwindale community. The series begins the first Thursday following the 4th of July. Each week members of the Irwindale community come to Irwindale Park to listen to great music and barbeque or purchase food from one of our nonprofit organizations.

Target Audience: Families, youth, teens, adults and seniors

Anticipated Attendance: 1600+ for entire series

Date and Time: Thursday, June 25—August 13, 2015

Location: Irwindale Park

Budget: \$9,700 **Sponsorship Goal:** \$9,000

Promotional Plan

- Posters at Recreation Department, Library, Senior Citizen Center, City Hall and Chamber of Commerce.
- Irwindale Chamber of Commerce Insights: Monthly newsletter distributed through mail to nearly 900 households and businesses
- Flyers: All residents in the City of Irwindale
- Website information
- Press releases
- Event banner

Sponsorship Levels

Presenting Sponsor	\$5,000
Platinum Sponsor	\$2,500
Gold Sponsor	\$1,500
Silver Sponsor	\$500
Bronze Sponsor	\$250

With commitment by May 1, the above packages are guaranteed. Customized sponsorship packages can be created to meet your needs, budget and goals.



City of Irwindale Sponsorship Levels

Presenting Sponsor—\$5,000

- Name added to event sponsor as presenting sponsor
- Logo on City banner over Arrow Highway
- Promotional booth space (10' x 10') at event to be staffed by sponsor
- Ability to provide one (1) company banner for display at event
- Logo placement on promotional materials such as posters and flyers
- Logo placement in issue of Irwindale Chamber of Commerce Insights, which is mailed to over 900 households and businesses.
- Logo placement on sponsor recognition signage at the event
- Name recognition from stage during welcoming comments
- Name and logo on City of Irwindale website
- Name included in event media releases
- Logo and name in event program

Platinum Sponsor—\$2,500

- Promotional booth space (10' x 10') at event to be staffed by sponsor
- Ability to provide one (1) company banner for display at event
- Logo placement on promotion materials such as posters and flyers
- Logo placement in issue of Irwindale Chamber of Commerce Insights, which is mailed to over 900 households and businesses.
- Logo placement on sponsor recognition signage at the event
- Name recognition from stage during welcoming comments
- Name included in event media releases
- Name on City of Irwindale website
- Logo and name in event program

Gold Sponsor—\$1,500

- Ability to provide one (1) company banner for display at event
- Name placement on promotional materials such as posters and flyers
- Logo placement in issue of Irwindale Chamber of Commerce Insights, which is mailed to over 900 households and businesses.
- Name placement on sponsor recognition signage at the event
- Name recognition from stage during welcoming comments
- Name included in event media releases
- Name on City of Irwindale website
- Name in event program

Silver Sponsor—\$500 or more

- Logo placement on promotional materials such as posters and flyers
- Name recognition during welcoming comments
- Name included in event media releases
- Logo on City of Irwindale website
- Logo and name in event program

Bronze Sponsor —\$250 or more

- Logo placement on promotional materials (posters and flyers)
- Name recognition during welcoming comments
- Name included in event media releases
- Logo on City of Irwindale website
- Logo and name in event program

Friend Sponsor—In-Kind

- Name on City of Irwindale website
- Name recognition during welcoming comments
- Name in event program
- Name included in event media releases

City of Irwindale Sponsorship Form

Involvement in community events and affairs is a great way to advertise your business. The following sponsorships are available to you:

Sponsorship Level

- | | |
|--|--|
| <input type="checkbox"/> In-Kind—Friend
<input type="checkbox"/> \$250—Bronze
<input type="checkbox"/> \$500—Silver
<input type="checkbox"/> \$1,500—Gold
<input type="checkbox"/> \$2,500—Platinum
<input type="checkbox"/> \$5,000—Presenting | <input type="checkbox"/> 4th of July Fiesta & Firework Spectacular
<input type="checkbox"/> Music in the Park
<input type="checkbox"/> Senior Center Thanksgiving Dance & Christmas Dance
<input type="checkbox"/> Christmas Celebration & Tree Lighting Ceremony
<input type="checkbox"/> Irwindale Public Library Foundation |
|--|--|

Learning Center Sponsorship Level

- \$200/child—Homework Help
- \$400/child—Targeted Tutoring
- \$1,560/child—At Risk of Retention

Homework Help (\$200/child)
 # of children _____ X \$200 = \$ _____

Targeted Tutoring \$400/child
 # of children _____ X \$400 = \$ _____

At Risk of Retention (\$1,560/child)
 # of children _____ X \$1,560 = \$ _____

TOTAL \$ _____

Business Name _____

Contact Person _____

Phone _____ E-mail _____

Mailing Address _____

City, State, Zip _____

Total Amount Enclosed \$ _____

Make Checks Payable and Mail to: City of Irwindale
 5050 N Irwindale Avenue
 Irwindale, CA 91706

This is a binding contract. By signing you are agreeing to the above sponsorship. All programs are subject to availability of City funds.

 Authorized Signature

 Printed Name

Logos must be JPG, TIF or EPS format and at least 300dpi. The City of Irwindale is not responsible for distorted logos due to failure to follow instructions. For more information please contact Laura Snyder at (626) 430-2216.