



Have you been looking for new ways to market your business to the community? By sponsoring a Rancho Cucamonga special event you can associate your business with family-friendly and healthy events!

Depending on the level of sponsorship you select, your organization will have access to a variety of advertising opportunities, including print and digital ads, event flyers, City website, t-shirts, booth space, and much more! Sponsoring City events provides the opportunity for your business to reach greater audiences.

The City is able to produce various special events with support from local businesses and organizations such as yours. As a sponsor of a City event, you will gain access to a wide variety of events reaching community members of all ages. The City of Rancho Cucamonga has a full schedule of events lined up for the year- promising fun and excitement for the entire family. Event sponsorships are sure to be an essential platform to help you meet your marketing goals.

Sponsorships are supported through a cohesive event marketing campaign. Our sponsorship opportunities are great for gaining community recognition and awareness. Your organization can participate at various giving levels, with attractive benefits at each level; we are happy to work with you to develop a custom package that will meet your needs.

Please take a look at our sponsorship information packet and if you have questions or would like to participate in any of the City's events, please contact Jennifer Camacho-Curtis at (909) 477-2760 ext. 2212 or at Jennifer.Camacho-Curtis@cityofrc.us. I look forward to hearing from you soon.

Sincerely,

Jennifer Camacho-Curtis
Marketing Coordinator

Thank you to our 2015 Partners and Sponsors



Applebees
Azzawi Dental
Bachelors and Bachelorettes
Boomers Insurance
Brio
California Mentor
Chickfila
Corner Bakery



Cucamonga Valley Water District
Forest Lawn
Grand Canyon University
Hangar 24
Health Net Insurance
Horizon Solar Power
Humana
InnovAge



Kohl's
Macy's
Milan Group
Oakmont
Ontario Reign
Shakey's
VIP Club of Rancho Cucamonga
Victoria Gardens

SINGLE EVENT SPONSORSHIP OPPORTUNITIES



This is one of the City's signature events and attracts over 5,000 spectators each year to LoanMart Field at the Rancho Cucamonga Epicenter & Adult Sports Complex on July 4th.

Exposure: 5,000 people on day-of-event and over 50,000 people through pre-event marketing.

Demographics: Families; all ages

Venue: LoanMart Field

Presenting Sponsor: \$5,000

Benefits include:

- All benefits at the Official Sponsor level +.
- All advertising inclusion (Facebook, print ads, press releases, poster, flyers, digital ads, Summer Grapevine reaching 75,000+, etc.).
- Ticket stub ad space (2" x 1" one-color name/logo on reverse side of 5,000+ ticket stubs).
- A 3' x 20' exclusive banner with sponsor name/logo at LoanMart Field.



Official Sponsor: \$3,000

- All benefits at the Supporting Sponsor level +.
- Sponsor live-link logo on www.RCpark.com (60,000 visitors monthly).
- 25 complimentary event tickets.

Supporting Sponsor: \$1,500

- All benefits at the Community Sponsor level +.
- Advertising inclusion on all print ads, posters, flyers, etc.
- Logo on event webpage at www.CityofRC.us.
- 12 complimentary event tickets.

Community Sponsor: \$750

- All benefits at the Contributing Sponsor level +.
- Name recognition on event webpage and on the community banner at LoanMart Field.
- 4 complimentary event tickets.

Contributing Sponsor: \$250

- Verbal and visual impressions reaching over 5,000 people at Loan Mart Field through sponsor PA announcements and electronic display board.
- 2 complimentary event tickets.
- Volunteer opportunity (have a brand presence by volunteering).

Summer Concerts in the Park

The summer concert series provides residents of Rancho Cucamonga and surrounding areas an opportunity to enjoy music and food at an outdoor and open venue with their family and friends at no cost.

Duration: 5 weeks

Exposure: 1,500-3,000 per week and over 30,000 people through pre-event marketing.

Demographics: All ages

Venue: Red Hill Community Park Amphitheater



Presenting Sponsor: \$5,000

- All benefits at the Official Sponsor level +.
- Name/logo on street banner.
- Logo placement in the Grapevine concert ad. (If committed by March 21).
- Stage presence (3 minutes) during intermission.
- Interactive display space on all concert nights.
- Exclusive banner with name/logo prominently displayed by the stage.

Official Sponsor: \$3,000

- All benefits at the Community Sponsor level +.
- Recognition plaque to display at your business.
- Live link on event page at www.RCpark.com.

Community Sponsor: \$1,500

- All benefits at the Neighborhood Sponsor level +.
- All advertising inclusion (print ads, flyers, etc.).

Neighborhood Sponsor: \$750

- Complimentary booth space on two concert nights.
- Name recognition on community banner.
- Logo on event web page at www.RCpark.com.
- Announcement at the start and intermission.

Single Night Sponsor: \$250

- Complimentary interactive display space on concert night
- Public address announcement at the start and intermission.

Summer Movies in the Park

Each year, the City of Rancho Cucamonga invites the community out for movies under the stars. Residents can choose between the prime locations to camp out their lawn chairs, blankets and pillows.

Duration: 2 times a week for 4 weeks, early July to early August

Exposure: 5,000+ attendees over a 4-week period

Demographics: Families; all ages

Venue: Tuesdays - Victoria Gardens in Chaffey Town Square and Fridays - Red Hill Community Park

Presenting Sponsor: \$3,000

- All benefits at the Official Sponsor level +.
- Exclusive banner with sponsor name/logo prominently displayed by the movie screen.
- Sponsor name/logo on street banner.
- Stage presence prior to the start of the movie; an opportunity to address the crowd for a 3 minute period.
- All advertising inclusion—all media, press releases, web, print ads, posters, flyers, Summer Grapevine, etc.

Official Sponsor: \$1,500

- All benefits at the Community Sponsor level +.
- Interactive display space.
- Live-link logo on RCpark.com website.

Community Sponsor: \$750

- All benefits at the Neighborhood Sponsor level +.
- All advertising inclusion.



Neighborhood Sponsor: \$500

- All benefits at Single Night Sponsor level +.
- Name recognition on community banner.
- Logo on RCpark.com website.

Single Night Sponsor: \$250

- Sponsor PA announcements.
- Volunteer opportunity.



Founders Day Community Parade

What a better way to celebrate the City's birthday than with a big parade? Each year, the parade brings out over 5,000 community members who line the streets of the parade route to cheer on over 2,000 parade participants from local businesses, organizations and school groups as they march down in their colorful costumes corresponding to each year's parade theme. The Founders Day Community Parade is held every November.

Exposure: 5,500 spectators and 2,500 participants on day of event and over 30,000 people through pre-event marketing.

Demographics: Families and businesses; people of all ages

Venue: Day Creek Boulevard on to Jack Benny Drive to Rochester Boulevard

Presenting Sponsor: \$5,000

- All benefits at the Float Sponsor level +.
- All advertising inclusion- all media, press releases, print ads, posters, flyers, etc.
- Name/logo on Participant Ribbons
- Name/logo on an exclusive parade banner
- Announcement stage banner.

Award Category Sponsor: \$1,000

- All benefits at the Community Sponsor level +.
- Name recognition in one of the five award categories.
- Sponsor Promotional Material

Balloon/Float Sponsor: \$2,000

- All benefits at the Community Sponsor level +.
- Sponsor live-link logo on website.
- Exclusive float preceded by sponsor banner.

Community Supporter: \$500

- *NEW!* Booth Space
- Name recognition on all advertising.
- Name/logo recognition on event webpage.
- Sponsor announcements during parade.
- Brand Presence Opportunity



PROGRAM PARTNERSHIP OPPORTUNITIES

Partnership Level	Event/Program Name	Program Highlights
Exclusive \$3,500	<p>LEWIS FAMILY PLAYHOUSE TICKET ENVELOPE Name/logo recognition with advertisement on 10,000+ ticket envelopes distributed with ticket purchases for the Lewis Family Playhouse performances.</p> <p>This could be your advertisement </p>	10,000+ envelopes distributed annually
Show Supporter \$5,000	<p>LEWIS FAMILY PLAYHOUSE 2016-2017 PERFORMANCE Name/logo recognition in the 2015-2016 Season Brochure and corresponding Playbill. Show choice to be mutually agreed upon.</p>	560-seat theatre and 90,000 sq. ft. of vibrant space dedicated to fostering an appreciation for cultural/performing arts
CSD Supporter at various levels \$500- \$5,000	<p>SPECIAL OLYMPICS- Rancho Cucamonga Name and/or Logo recognition on all marketing collateral related to the Special Olympic program.</p>	The City of Rancho Cucamonga is excited to bring a Special Olympics sports team to our Community beginning Fall of 2016. The first Special Olympics team will be the Rancho Cucamonga IncredABLES soccer team!
CSD Supporter at Various Levels	<p>YOUTH SPORTS PROGRAM Name/logo recognition on marketing collateral (i.e. Information Packet & Rule Book; flyers; website; uniform etc.)</p>	The City of Rancho Cucamonga offers Pee Wee Baseball, Soccer, Basketball, Youth Basketball, Volleyball and Flag Football and various sports clinics.

OTHER ANNUAL SPONSORSHIP OPPORTUNITIES

Special Needs Prom—Sponsorship levels: \$1,000, \$500 and \$250 by March 17, 2016

Friday, May 6, 2016, 5:30 p.m. - 9:00 p.m. at the Goldy S. Lewis Community Center - Central Park

- Event features dinner, entertainment, crowning of Prom King and Queen, and much more.
- Sponsor name/logo on all promotional materials, including flyer, web page, etc.
- Interactive display space (size and location determined by the City of Rancho Cucamonga staff).
- Promotional gift items distribution opportunity.

Volunteer Recognition – Sponsorship levels: \$1,000 and \$500 by March 21, 2016

Saturday, June 4, 2016, at the Epicenter

- Event features dinner, awards, and complimentary Quakes baseball game tickets.
- Sponsor name/logo on event banner, program, save-the-dates, and invitation.
- On-field Recognition.

Memorial Day & Veterans Day—Sponsorship levels: \$1,500, \$1,000 and \$500 by March 21, 2016

Monday, May 30, 2016 and Friday, November 11, 2016 at Freedom Courtyard - Central Park

- Sponsor name/logo on all promotional materials, including flyer, web page, etc.

SPONSORSHIP PLEDGE FORM

Please complete the following form to confirm your chosen sponsorship(s).

CONTACT INFORMATION:

Company Name

Contact Person & Title

Contact E-mail Address

Contact Phone Number

Physical/Mailing Address

City/State/Zip Code

Single Event Sponsorships:

4th of July Fireworks Spectacular

- \$5,000 Presenting Sponsor
- \$3,000 Official Sponsor
- \$1,500 Supporting Sponsor
- \$750 Community Sponsor
- \$250 Contributing Sponsor

Summer Concerts in the Park

- \$5,000 Presenting Sponsor
- \$3,000 Official Sponsor
- \$1,500 Community Sponsor
- \$750 Neighborhood Sponsor
- \$250 Single Night Sponsor

Summer Movies in the Park

- \$3,000 Presenting Sponsor
- \$1,500 Official Sponsor
- \$750 Community Sponsor
- \$500 Neighborhood Sponsor
- \$250 Single Night Sponsor

Founders Day Community Parade

- \$5,000 Presenting Sponsor
- \$2,000 Balloon/Float Sponsor
- \$1,000 Award Category Sponsor
- \$500 Community Supporter

Program Partnership Opportunities:

- \$3,500 Lewis Family Playhouse Ticket Envelope Sponsor
- \$5,000 2016-2017 Show Supporter
- \$_____ Special Olympics
- \$_____ Youth Sports Sponsor

Other Sponsorship Opportunities:

- \$_____ Special Needs Prom
- \$_____ Volunteer Recognition
- \$_____ Memorial Day & Veterans Day

NOTE: *Sponsoring two or more events qualifies you for up to 10% discount of the total sponsorship cost.*

PAYMENT INFORMATION:

Payment Preference: Check Credit Card

Total Sponsorship Cost: \$ _____

Signature: _____

Date: _____

Invoice will be sent to the address indicated above

Once we receive your completed sponsorship response form, staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please mail completed Pledge Form to:

Attn: CSD Marketing

10500 Civic Center Drive, P.O. Box 807

Rancho Cucamonga, CA 91729 *NOTE: To maximize Sponsor benefits, please return this form no later than March 17, 2016.

Take Advantage of this opportunity to market your business!

