



## **Santa Rosa Red White & BOOM!!!**

Monday, July 4, 2011,  
Sonoma County Fairgrounds, Santa Rosa

Gates open at 4:00 p.m.

Bands Start at 4:30 p.m.

FIREWORKS at 9:30 p.m.

Adults 13 & over \$7, Ages 6-12 \$3, Kids 5 & Under FREE! Parking \$5

Brought to you by:

**The Santa Rosa Firefighters Local 1401, Police Officers Association & Active 20-30 Club #50**





## Event Overview

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Since 2009, the Santa Rosa Firefighters Local 1401, Santa Rosa Police Officers Association & the Active 20-30 Club #50 of Santa Rosa has hosted the Santa Rosa Red White & BOOM! 4<sup>th</sup> of July fireworks show and fund raiser, with attendance between 10,000 and 12,000 attendees each year. This year's event will have over 15 different food vendors. It will feature live music by Wonderbread 5 and other local bands. This is a unique opportunity to advertise your business, products and services to of an average of 10,000 people at our event, as well as the community at large, while helping to change the lives of needy children in our community.

All of the proceeds of this event are donated to the Active 20-30 Club #50's Youth Benevolent Fund (YBF). Over the past 14 years, the YBF has funded close to \$1 million dollars to help change the lives of local underprivileged children. Here is a list of the top 10 contributions our Youth Benevolent Fund has made over the past 10 years:

Active 20-30 Children's Shopping Spree	\$109,715
Santa Rosa Boys and Girls Club	\$45,500
Tomorrow's Leaders Today	\$32,500
Children's Village	\$30,000
Challenger Little League	\$27,000
Kid Street Learning Center	\$26,500
Santa Rosa Active 20-30 Kids' Christmas	\$21,500
Committee on the Shelterless (COTS)	\$17,400
Schools Plus	\$15,145
Project Graduation	\$14,971

## What's in it for you?

As a recognized 501c3 organization (IRS determination letter available upon request), sponsorship of our event can qualify for a tax-deductible charitable contribution. We can provide you with a receipt for the funds you contribute. You should also check with your tax advisor to see if your sponsorship qualifies as an advertising expense. Getting your company's name, products and services in front of an average of 10,000 attendees may benefit you even more. With our Corporate Partnership sponsorship, we can create a marketing partnership in which we offer a series of different marketing opportunities that will provide publicity for your organization. The breakdown of the benefits for each sponsorship tier is mapped out on the other pages in this folder.





## *Event Sponsorship Level Details*

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### BOOM! Level Sponsor

**\$10,000**

The Event Sponsor will be recognized as the premier sponsor of our event. They will be given signage at the entryway of the event, mention in the radio advertising leading up to the event, signage on our sponsorship sign, which will be posted on the side of the stage at the event, and mention in the thank you advertisement after the event. The BOOM! Level sponsor will receive 50 general admission tickets to the event as well as 50 VIP area tickets, a link from our website directly to their company's home page, recognition on our website as a BOOM! Level sponsor of the event, option for a 10' X 10' information booth space, "Brought to you by" mentions for the headliner, multiple mentions during the event, mention in all radio advertising and an invitation to join us as a shopper during our annual Active 20-30 Children's Shopping Spree.

### White Level Sponsor

**\$5,000**

The White Level sponsor will be recognized as a significant sponsor of our event. They will be given prominent signage on the stage at the event and mention in the thank you advertisement after the event. The White Level sponsor will also receive 25 general admission tickets to the event as well as 25 VIP area tickets, on stage opportunity, multiple mentions during the event, larger logo on our website, a link from our website directly to their company's home page, recognition on our website as a White Level sponsor of the event, and an invitation to join us as a shopper during our annual Active 20-30 Children's Shopping Spree.

### Red Level Sponsor

**\$2,500**

The Red Level sponsor will be recognized as a sponsor of our event. They will receive 25 general admission tickets, stage "intro" opportunity, mention during the event, logo on main stage side banner, logo on even website and mentioned in the thank you advertisement after the event. The Red Level sponsor will also have a link from our website directly to their company's home page, and recognition on our website as a sponsor of the event.

### Patriot Level Sponsor

**\$1,000**

The Patriot Level Sponsor will be recognized as a sponsor of our event. They will be given, signage on our sponsorship sign which will be posted on the side of the stage at the event, and mention in the thank you advertisement after the event. The Patriot Level Sponsor will receive 10 tickets to the event, a link from our website directly to their company's home page, and recognition on our website as a sponsor of the event.





## Sponsorship Information

### Company Information

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, St. Zip \_\_\_\_\_

### Contact Information

Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Day Phone: (\_\_\_\_) \_\_\_\_\_  
Other Phone: (\_\_\_\_) \_\_\_\_\_

### Type of Sponsorship

Sponsorship Type	Sponsorship Level	Sponsorship Detail
<input type="radio"/> Event	\$10,000 BOOM! Level Sponsor	Monetary _____
	\$5,000 White Level Sponsor	Product _____
	\$2,500 Red Level Sponsor	Service _____
	\$1,000 Patriot Level Sponsor	

### Questions

For any questions, please contact:

David Hagele  
Co-Chair Red White & BOOM!

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