



# SPONSORSHIP PACKET 2016

## EVENT OVERVIEW

On July 4th, 2016, the 20-30 Club will host Sonoma County's premier fireworks show, the 8th annual Red White & BOOM!. As an event sponsor, your company has the opportunity to facilitate an afternoon and evening of fun for the families of Sonoma County. The event will feature numerous local food vendors, children's activities, and live music from local favorite bands. The evening will conclude with a spectacular fireworks show synchronized to music and broadcast live by our local radio partner, KZST 100.1 FM. Last year our fireworks were once again voted the best show in Sonoma County by the Press Democrat. In addition, the 20-30 club raised over \$1,000,000 for the benefit of Sonoma County children!

Your sponsorship will help ensure this year's event is also a success.

## SUPPORT LOCAL YOUTH

The 20-30 Club uses all proceeds from this event to help local youth. As a result, event sponsorship provides your business an opportunity to be recognized for giving back to the youth of our community.

The 20-30 Club's charitable purpose is to raise money in support of youth in our local community. The Club uses proceeds from fundraising events like Red White & Boom! to host events such as KidsSpree, an annual back to school shopping event, and Kids Christmas, a Christmas dinner and present handout, for the benefit of local underprivileged and at-risk youth. Additionally, through our fundraising we proudly support local organizations such as The Santa Rosa Boy's and Girl's Club, Kid Street Learning Center, Tomorrow's Leaders Today, The Children's Village, Challenger Little League, Schools Plus, The Battered Women's Shelter, SAY, the Children's Museum of Sonoma County, and many more.

## BENEFITS OF SPONSORSHIP

Over the past four years Red White & BOOM! attendance has averaged between 8,000 to 10,000 people. Besides the opportunity to support local youth, this presents a great opportunity to get your company's name, products or services in front of a broad segment of members of our community. Further, your sponsorship donation may qualify as a tax deductible charitable contribution or advertising expense (consult your tax advisor). The sponsorship opportunities and benefits afforded to our sponsors are detailed on the following page.





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## **PRESENTING SPONSOR (1) ..... \$15,000**

The Presenting Sponsor will be recognized as the premier sponsor of the event as follows: All print materials, the event website and radio advertisements on KZST will indicate "Brought to you by" the Presenting Sponsor (and the 20-30 Club). Additionally the Presenting Sponsor will receive the most prominent company' logo placement on sponsor recognition banners at the event, mentions from the stage and live broadcast throughout the event, company logo (large) included in sponsor section of event website and link to your company website, option for a 10' X 10' information booth space at the event, 35 VIP area and 35 general admission tickets.

## **PATRIOT LEVEL SPONSOR (4) ..... \$10,000**

The Patriot Level Sponsor will be recognized as a significant sponsor of the event as follows: All print materials, the event website and radio advertisements on KZST will mention or contain the Patriot Sponsor's logo. Additionally the Patriot Level Sponsor will receive prominent company' logo placement on sponsor recognition banners at the event, mentions from the stage throughout the event, company logo (large) included in sponsor section of event website and link to your company website, option for a 10' X 10' information booth space at the event, and 25 VIP area and 25 general admission tickets.

## **EAGLE LEVEL SPONSOR (6) ..... \$5,000**

The Eagle Sponsor will be recognized as a sponsor of the event as follows: All print materials and the event website will mention or contain the Eagle Level Sponsor's logo. Additionally the Eagle Sponsor will receive company' logo placement on sponsor recognition banners at the event, mentions from the stage throughout the event, company logo (medium) included in sponsor section of event website and link to your company website, and 15 VIP area and 15 general admission tickets.

## **BOOM! LEVEL SPONSOR (8) ..... \$2,500**

The BOOM! Sponsor will be recognized as a sponsor of the event as follows: The BOOM! Sponsor will receive company' logo placement on sponsor recognition banners at the event, company logo (small) included in sponsor section of event website and link to your company website, and 5 VIP area and 10 general admission tickets.

## **SPARKLER LEVEL SPONSOR (10) ..... \$1,000**

The Sparkler Sponsor will be recognized as a sponsor of the event as follows: The Sparkler Sponsor will receive company' logo placement on sponsor recognition banners at the event, company logo (small) included in sponsor section of event website and link to your company website, and 2 VIP area and 4 general admission tickets.





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## SPONSOR INFORMATION

### COMPANY INFORMATION

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_

### CONTACT INFORMATION

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

### SPONSORSHIP LEVEL

- PRESENTING (\$15,000)
- PATRIOT (\$10,000)
- EAGLE (\$5,000)
- BOOM! (\$2,500)
- SPARKLER (\$1,000)

Please make checks out to "Active 20-30 Club of Santa Rosa #50" and mail to:

Red, White & BOOM!  
 c/o Ben Lehr  
 2240 Professional Drive  
 Santa Rosa, CA 95403

Please email this page to: [benlehr@me.com](mailto:benlehr@me.com)

### QUESTIONS?

For questions regarding Red, White & BOOM! or sponsorship of the event, please contact one of the event co-chairs:

Corey Eames: (707) 695-8720  
 Ben Lehr: (707) 217-1776

