

HOW YOU CAN BE A

SPONSOR

City of Atascadero

Promote your business!



Photo: Annual Summer Concert Series

Give back to the community!

SPONSORSHIP PACKET 2016

City of Atascadero

Colony Park Community Center

5599 Traffic Way

Atascadero, CA 93422

805.470.3360



WHO WE ARE

The City of Atascadero's Mission Statement: To provide and facilitate programs and services that enhances the quality of life, well-being and economic vitality of the community.

The City of Atascadero has been offering many community classes, sports and special events for over 30 years. The City organizes the Hot El Camino Cruise Night, Summer Concert Series, Movies in the Gardens, Holiday Boutique, Ice Cream Zoofari, Father Daughter Dance, Children's Day in the Park, Conservation Celebration Brew at the Zoo, Dancing in the Streets, Holiday Lighting, Winter Wonderland, Holiday Magic at the Zoo, and Zoo Boo.

WHO YOU'RE BENEFITING

The entire community of Atascadero and beyond benefit from these events. There are more than 29,000 Atascadero residents and 279,000 San Luis Obispo County residents who love to enjoy all that Atascadero has to offer. Businesses, organizations and individuals can partner with the city to build community and foster special events. Help bring the community together to enjoy the events throughout the year. We have far surpassed what government can do alone, but with community partnerships, Atascadero can flourish!

CONTACTS

Terrie Banish
City Contact
805-470-3490

tbanish@atascadero.org

2016 EVENT SPONSORSHIP OPPORTUNITIES

Special Events:

- ❖ **Father Daughter Dance** - February 5th & 6th
- ❖ **Children's Day in the Park** - May 21st
- ❖ **Summer Concert Series** –June 18th Evening of Jazz July 2nd, 9th, 16th, 23rd, 30th, August 6th & 13th.
- ❖ **Movies in the Gardens** –August 6th, 13th, 20th & 27th.
- ❖ **Hot El Camino Cruise Night** - August 19th
- ❖ **Dancing in the Streets**- August 20th
- ❖ **Holiday Boutique** – November 19th
- ❖ **Holiday Lighting** - December 2nd
- ❖ **Winter Wonderland** – December 9th

Zoo Events:

- ❖ **Conservation Celebration** – April 16th
- ❖ **Brew at the Zoo** – April 30th
- ❖ **Ice Cream Zoofari** - July 16th
- ❖ **Zoo Boo** - October 29th
- ❖ **Holiday Magic at the Zoo** - December 17th

In order to maximize event publicity, the sponsorship deadline is due **FOUR** months prior to event. Payment can be made by check made payable to the City of Atascadero. For a detailed description of events, please email tbanish@atascadero.org.

TOP REASONS TO SPONSOR

- Place your business or organization in the center of the community and the surrounding area.
- Increase visibility in Atascadero and the surrounding area.
- Promote your business to over 29,000 community members.
- Publicize to thousands of people via brochures, advertisements, posters, banners, and local radio stations.
- Reach a diverse cross-section of families, homeowners, teens, college students and local community members.
- Be a part of Atascadero’s public-private partnerships that make a difference.

4 TYPES OF SPONSORSHIP

Items subject to change

	<i>Presenting</i>	<i>Series</i>	<i>Individual</i>	<i>Friend</i>
Logo on event banner (Concert Series Only)				
Company name on media press releases				
Logo on event posters displayed in Atascadero				
Logo and special thank you on City’s website and Facebook				
Logo & company recognition in Atascadero magazine mailed city wide				

Presenting Sponsor (only ONE available per event)

Company name or logo to be prominently featured with the event title as the “Presented by...” business in all advertising and promotional material as shown above. Exception is Winter Wonderland.

**Renewable from year to year, but after December all sponsorships are available on a first come, first serve basis.*

Series Sponsor (Concert Series Only)

Company name or logo to appear on the above listed promotional materials.

Individual Sponsor: option to be main sponsor for a specific concert or movie.

Company name or logo to appear as the “sponsored by...” business for the above listed promotional materials.

Friends Sponsor

Company name or logo to appear as “Friends of _____” in the above listed promotional materials.

City of Atascadero Sponsorship Agreement Form

Company Name: _____

Contact Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Email: _____

City Special Events

Children's Day in the Park - May 21st
(Deadline: Jan. 21st)
N/A Presenting \$1000 ___ Individual: \$300
___ Friend: \$150 ___ In Kind

Summer Concert Series (Deadline: Feb. 18th)
___ Presenting: \$3000 ___ Series: \$1000
___ Individual: \$500 ___ Friend: \$150
___ In Kind

Movies in the Gardens (Deadline: April 6th)
___ Presenting: \$1200 ___ Individual: \$300
___ Friend: \$150 ___ In Kind

Hot El Camino Cruise Night - Aug. 19th
(Deadline: April 19th)
___ Presenting: \$1000 ___ Individual: \$500
___ Friend: \$150 ___ In Kind

Dancing in the Streets - Aug. 20th
(Deadline: April 20th)
___ Presenting: \$1000 ___ Friend: \$250
___ Supporting : \$500 ___ In Kind

Holiday Lighting - Dec. 2nd
(Deadline: Aug. 2nd)
___ Presenting: \$300 ___ Friend: \$150

Winter Wonderland - Dec. 9th
(Deadline: Aug. 9th)
___ Exclusive: \$2,500 (one sponsor)
___ Presenting: \$1,000 ___ Supporting: \$600
___ Snow: \$250 ___ In Kind

Pavilion Events

Father-Daughter Dance - Feb. 5th/6th
(Deadline: Jan. 1st)
___ Presenting: \$800 ___ Friend: \$150
___ In Kind

Holiday Boutique - Nov. 19th (Deadline: July 19th)
___ Presenting: \$800 ___ Friend: \$150
___ In Kind

Zoo Events

Conservation Celebration - April 16th
(Deadline: Jan. 16th)
___ Presenting: \$500 ___ Individual: \$250
___ Friend: \$150 ___ In Kind

Brew at the Zoo - April 30th (Deadline Jan. 30th)
___ Presenting: \$1000 ___ Supporting: \$500
___ Friend: \$250 ___ In Kind

Ice Cream Zoofari - July 16th
(Deadline: March 16th)
N/A Presenting: \$1000 ___ Individual: \$500
___ Friend: \$300

Zoo Boo - Oct. 29th (Deadline: June 29th)
N/A Presenting: \$500 ___ Individual: \$300
___ Friend: \$250 ___ In Kind

Holiday Magic at the Zoo - Dec. 17th
(Deadline: Aug. 17th)
___ Presenting: \$500 ___ Individual: \$300
___ Friend: \$250 ___ In Kind

___ Enclosed is a check made payable to City of Atascadero

___ Please invoice me (**Payment due 4 months prior to event**)

This is a binding contract. By signing, you are agreeing to the above sponsorship:

Authorized Signature _____ Date _____

Please submit application and logo *4 months prior to event*. Logos must be in JPEG, TIF, or EPS format and at least 300 dpi. The City of Atascadero is not responsible for distorted logos due to failure to correctly submit the information.

Please email information to: tbanish@atascadero.org or mail to **Colony Park Community Center, 5599 Traffic Way, Atascadero, CA 93422**