



**Chalk Full of Fun**

# SPONSORSHIPS AVAILABLE

*Your support will make the difference in 2021*



## REDWOOD CITY Parks and Arts Foundation

*Building a Stronger, Happier Community*



**Picnic en Blanc**

### Dear Friend,

As a business or community leader, you are aware of the many benefits derived from opportunities for outdoor recreation, artistic expression, family-friendly fun and community building. The foundation provides these types of opportunities each summer in Redwood City with three signature events:

- Chalk Full of Fun on July 3 & 4
- Picnic en Blanc on September 11
- Family Campout (returning 2022)

*We aren't able to host these community events without you.*

If you value bringing our community together for recreation, artistic expression and family-friendly fun, then you are a perfect fit for our organization, and we would like to partner with you!

*When you support the foundation we give you name recognition and exposure throughout the Redwood City community at all of our signature events! We hope that you will consider supporting the foundation in 2021.*

On behalf of all of us on the board, please know that we are excited about the possibility of partnering with you or your company to continue to bring these wonderful opportunities to our community. With your support, we are sure to meet our financial goals and serve the community well. We look forward to speaking with you!

Sincerely,

**Pamela Estes**

*President, Redwood City Parks and Arts Foundation*



**Family Campout coming back 2022**

### OUR MISSION

The Redwood City Parks and Arts Foundation's mission is to advocate, advance, and develop support for parks, recreational programming, community services, cultural activities, and the arts in Redwood City and surrounding unincorporated areas.

The Parks and Arts Foundation is an all-volunteer, 501(c)3 non-profit founded in 2012.

# Redwood City Parks and Arts Foundation

## 2021 Sponsor Benefits

<b>PRESENTING SPONSOR</b> <b>ALL EVENTS</b> <b>\$5000</b>	<ul style="list-style-type: none"><li>■ large logo and name on Jefferson St. overpass event banners</li><li>■ logo and name on our website that links to your home page</li><li>■ large logo and name on event marketing materials</li><li>■ news release reference about your major sponsorship</li><li>■ logo and name in newsletter throughout 2021</li><li>■ logo and name on street lamp banners at Courthouse Square</li><li>■ At Chalk Full of Fun, logo and name on 500+ Chalk Kits and on banner for a “front and center” professional chalk artist at Courthouse Square; <b>and</b>, at Picnic en Blanc, logo and name on 200+ Party Bags and a Reserved Table for 12 with champagne service (\$1,000 value)</li></ul>	
<b>COMMUNITY PARTNER</b> <b>SINGLE EVENT</b> (Choose one event: Chalk Full of Fun <b>OR</b> Picnic en Blanc) <b>\$2500</b>	<ul style="list-style-type: none"><li>■ medium logo and name on Jefferson St. overpass event banner</li><li>■ logo and name on our website that links to your home page</li><li>■ large logo and name on event marketing materials</li><li>■ news release reference about your major sponsorship</li><li>■ logo and name in newsletter throughout 2021</li></ul> <b>PLUS CHOOSE ONE:</b> <ul style="list-style-type: none"><li>■ At Chalk Full of Fun, logo and name on 500+ Chalk Kits and on banner of a professional chalk artist at Courthouse Square; <b>OR</b> at Picnic en Blanc, logo and name on 200+ Party Bags and a Reserved Table for 6 with champagne service (\$500 value).</li></ul>	
<b>PATRON</b> <b>SINGLE EVENT</b> (Choose one event: Chalk Full of Fun <b>OR</b> Picnic en Blanc) <b>\$1500</b>	<ul style="list-style-type: none"><li>■ logo and name on our website that links to your home page</li><li>■ medium logo and name on event marketing materials</li><li>■ news release reference about your sponsorship</li><li>■ logo and name in newsletter throughout 2021</li></ul> <b>PLUS CHOOSE ONE:</b> <ul style="list-style-type: none"><li>■ At Chalk Full of Fun, logo and name on 500+ Chalk Kits and on banner of a professional chalk artist; <b>OR</b> at Picnic en Blanc, name and logo on 200+ Party Bags and 4 tickets to Picnic en Blanc with champagne service (\$270 value).</li></ul>	
<b>ADVOCATE</b> <b>SINGLE EVENT</b> (Choose one event: Chalk Full of Fun <b>OR</b> Picnic en Blanc) <b>\$1000</b>	<ul style="list-style-type: none"><li>■ logo and name on our website that links to your home page</li><li>■ small logo and name on event marketing materials</li><li>■ logo and name in newsletter throughout 2021</li></ul> <b>PLUS CHOOSE ONE:</b> <ul style="list-style-type: none"><li>■ At Chalk Full of Fun, logo and name on banner of a professional chalk artist <b>OR</b> at Picnic en Blanc, logo and name on 24” by 36” posters</li></ul>	
<b>FRIENDS</b> <b>SINGLE EVENT</b> (Choose one event: Chalk Full of Fun <b>OR</b> Picnic en Blanc)	<b>\$500</b>	<ul style="list-style-type: none"><li>■ newsletter mention</li><li>■ logo and name on 24” by 36” posters</li></ul>
	<b>\$300</b>	<ul style="list-style-type: none"><li>■ name in large font on 24” by 36” posters</li></ul>
	<b>\$100</b>	<ul style="list-style-type: none"><li>■ name in medium font on 24” by 36” posters</li></ul>
<b>RWC RETAIL PROMOTION</b> <b>\$200</b>	<ul style="list-style-type: none"><li>■ coupon or promo piece in 500+ Chalk Kits <b>OR</b> 200+ Party Bags</li><li>■ name, logo and coupon or promo piece on A-frame at event</li></ul>	

Donations may be made via credit card online at [www.rwcpaf.org/donate](http://www.rwcpaf.org/donate) or make a check payable to “Redwood City Parks and Arts Foundation” and mail it to RWCPAF, 1400 Roosevelt Ave. Redwood City, CA 94061.

Deadline: Payment is due by **June 15** to receive all sponsor benefits for Chalk Full of Fun and by **August 10** for Picnic en Blanc.

## Signature Events



### CHALK FULL OF FUN

is now a part of the 4th of July festivities, and this year we will host a Chalk Art Walk downtown on July 3 & 4 to celebrate sidewalk murals created by professional and amateur artists. Additionally, we will give away 500+ FREE Chalk Kits to those who register and want to create chalk masterpieces at home.



### PICNIC EN BLANC

is a nontraditional picnic in a nontraditional location. We call it our end of the summer pop-up picnic dinner and dance party. This event brings hundreds of friends and family together to eat, dance and celebrate.

### REDWOOD CITY PARKS and ARTS FOUNDATION

1400 Roosevelt Ave.

Redwood City, CA 94061

[INFO@rwcpaf.org](mailto:INFO@rwcpaf.org)

650-780-7250

[www.rwcpaf.org](http://www.rwcpaf.org)



[facebook.com/rwcpaf/](https://facebook.com/rwcpaf/)



[instagram.com/rwcpaf/](https://instagram.com/rwcpaf/)



[@rwcpaf](https://twitter.com/rwcpaf)





# REDWOOD CITY Parks and Arts Foundation

## *Building a Stronger, Happier Community*

### **2021 Sponsor Form. Yes, I want to support the foundation!**

Business, Individual, Organization: \_\_\_\_\_

Name as you would like it to appear: \_\_\_\_\_

Address: \_\_\_\_\_

Bus. Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### **Circle the sponsor benefits you want to receive:**

- |  |   |
|--|---|
| ★ Presenting Sponsor - \$5000 (all events) | ★ Patron - \$1500   |
| ★ Community Partner - \$2500               | ★ Advocate - \$1000   |
| ★ Friends - \$500, \$300 OR \$100          | ★ RWC Retail Promo- \$200 (one event) OR \$400 (all events) |

**Circle the event where you want to be recognized:** Chalk Full of Fun OR Picnic en Blanc

Make checks payable to: RWCPAF  
Mail this form and the payment to:  
Redwood City Parks and Arts Foundation  
1400 Roosevelt Ave., Redwood City, CA 94061

If you want to donate via credit card, instead of  
filling out this form please go to:

<https://rwcpaf.square.site/sponsor-signature-events>

The Redwood City Parks and Arts Foundation  
is a 501(c)3 tax exempt organization.  
Tax ID #45-4990174

Questions? Contact us!  
[info@rwcpaf.org](mailto:info@rwcpaf.org)  
650-780-7250  
[www.rwcpaf.org](http://www.rwcpaf.org)



## **REDWOOD CITY PARKS & ARTS FOUNDATION SIGNATURE EVENTS**

