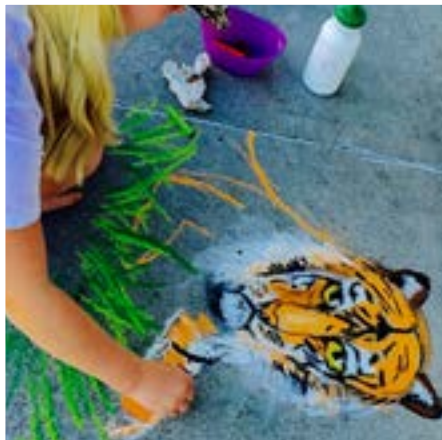




# 2016 SPONSORSHIP OPPORTUNITIES

PRESENTED BY





## 2nd Annual Chalk Full of Fun Chalk Festival

Sunday, July 3, 2016, 8 a.m. - 6 p.m.

Monday, July 4, 2016, 8 a.m. - 4 p.m.

Courthouse Square, Downtown Redwood City

Last year the Redwood City Parks and Arts Foundation presented the first Redwood City chalk festival. It was a HUGE success! We are grateful to our collaborators, the Redwood City Parks, Recreation and Community Services Department and the Peninsula Celebration Association. Together, 17 professional artists, and over 40 family teams created amazing masterpieces. Our Chalk Tunnel and Chalk Alley also provided visitors with a spontaneous way to participate in the chalking fun. All in all, Chalk Full of Fun added a new and exciting opportunity for our community to connect, have fun and enjoy Redwood City.

This year our chalk festival is expanding! It is a two day event and is located on the Courthouse Square. It is also a fundraiser for the [America SCORES](#) after-school program, through the Redwood City Parks, Recreation and Community Services Department.

## Redwood City Parks and Arts Foundation

The Redwood City Parks and Arts Foundation was established in 2012. We are a 501(c)3 public charity. We work in cooperation with the City of Redwood City's Department of Parks, Recreation, and Community Services.

### OUR GOALS

- Partner with Redwood City Department of Parks, Recreation & Community Services
- Raise community awareness and support for parks, recreation, and the arts
- Leverage and expand available financial resources to enhance and increase parks, recreation and the arts
- Focus on priority projects and high-impact programs that meet community needs
- Partner and collaborate with other organizations to access unique resources to provide more programs for our community.

## America SCORES

The City of Redwood City Parks, Recreation and Community Services Department currently partners with [America SCORES](#) to provide a high quality after-school program that integrates soccer and poetry. Together, they serve over 100 students at 4 schools, and plan to expand to more schools in order to make a positive difference in the lives of more children. [America SCORES](#) Bay Area inspires urban youth to lead healthy lives, be engaged students, and have the confidence and character to make a difference in the world. Their innovative approach to youth development improves students' health, academic achievement, and civic engagement.



# EVENT SPONSORSHIP LEVELS AND BENEFITS




Dear Prospective Sponsor,

There are multiple levels in which you can sponsor Chalk Full of Fun on the Square and help bring this fun and playful event to downtown. By sponsoring this event you will increase your visibility in the community and make it possible for more students to benefit from quality after-school programs. We have event sponsorship and chalk square sponsorship levels outlined in this packet.

Thank you for your consideration!

For further information please go to [www.rwcpaf.org](http://www.rwcpaf.org) or you can contact Susie Peyton, Redwood City Parks and Arts Foundation Board Member at 650-364-3428 or [info@rwcpaf.org](mailto:info@rwcpaf.org).

Level	Platinum	Gold	Silver	Chalk Tunnel
Amount	\$2,000	\$1,000	\$500	\$750
Availability	3	6	8	1
Benefits				
	Ad at Movie on the Square (before Thursday movies (starting week of June 10)			 <p>Exclusive - multiple signs on Chalk Tunnel logo, (4th of July)</p>
	Banner on Theatre Way Arch large logo (June 12th - July 10th)	Banner on Theatre Way Arch medium logo (June 12th - July 10th)		
	Poster in A-Frame on the Square large logo (starting June 10th)	Poster in A-Frame on the Square medium logo (starting June 10th)		
	Feather Flag on Square large logo (weekend of event)	Feather Flag on Square medium logo (weekend of event)	Feather Flag on Square name (weekend of event)	
	Special Sponsor Thank You eNews large logo, sent to PRCS distribution list (7500+)	Special Sponsor Thank You eNews medium logo, sent to PRCS distribution list (7500+)	Special Sponsor Thank You eNews small logo, sent to PRCS distribution list (7500+)	
	Vertical lamp post signage large logo (weekend of event)	Vertical lamp post signage medium logo (weekend of event)	Vertical lamp post signage name (weekend of event)	
	Booth banners large logo (weekend of event)	Booth banners medium logo (weekend of event)	Booth banners name (weekend of event)	
	Poster/flyers large logo (distributed in community)	Poster/flyers medium logo (distributed in community)	Poster/flyers name (distributed in community)	
	Facebook & Twitter Shout Out (3 prior, 3 after)	Facebook & Twitter Shout Out (3 prior, 3 after)	Facebook & Twitter Shout Out (3 prior, 3 after)	
	Website, logo	Website, logo	Website, logo	

Presented by



Event Sponsors





# 2016 EVENT SPONSORSHIP FORM



**YES, we want to be an event sponsor for Chalk Full of Fun on the Square!**

Sponsoring Business, Individual or Organization: \_\_\_\_\_

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

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

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Sponsorship Levels** (please check one) *Benefit chart on back.*

\$2,000 - Platinum

\$500 - Silver

\$1,000 - Gold

\$750 - Chalk Tunnel

Make check payable to: RWCPAF  
Please send this form and mail payment to:  
Redwood City Parks and Arts Foundation  
1400 Roosevelt Avenue, Redwood City, CA 94061

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





## 2nd Annual Chalk Full of Fun Chalk Festival Sunday & Monday, July 3rd - 4th Courthouse Square, Downtown Redwood City

The Redwood City Parks and Arts Foundation is proud to bring the 2nd annual chalk festival to Downtown Redwood City this July 4th weekend. Chalk Full of Fun on the Square is a two-day festival located on the Courthouse Square, Sunday, July 3rd and Monday, July 4th. Chalk Full of Fun on the Square is not only a fabulous community art festival for all to enjoy, it also raises funds to support a wonderful after school program, [America SCORES](#).

We'd love to have your support of Chalk Full of Fun on the Square by sponsoring a chalk square. Your financial contribution will go to support the expansion of the [America SCORES](#) program. The cost to expand the program to one more school is \$12,500. With your help we hope to raise enough funds with our festival to bring [America SCORES](#) to another school this fall.

Thank you for your consideration, and we hope to see you at Chalk Full of Fun on the Square! Be there – or be square!

### America SCORES

The City of Redwood City Parks, Recreation and Community Services Department currently partners with [America SCORES](#) to provide a high quality after-school program that integrates soccer and poetry. Together, they serve over 100 students at 4 schools, and plan to expand to more schools in order to make a positive difference in the lives of more children. [America SCORES](#) Bay Area inspires urban youth to lead healthy lives, be engaged students, and have the confidence and character to make a difference in the world. Their innovative approach to youth development improves students' health, academic achievement, and civic engagement.



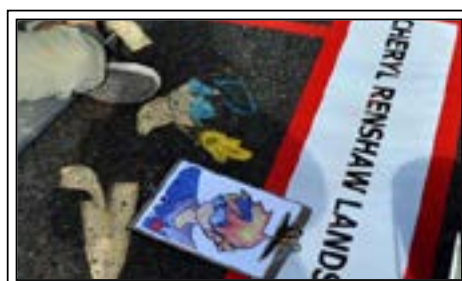
### Chalk Square Sponsorship Levels & Benefits

Below is the matrix explaining the sponsorship levels and benefits and images of sidewalk banners. Please fill out the form on the back to sponsor an artist or team of artists at Chalk Full of Fun on the Square. Thank you!



Examples of Sidewalk banners

Level	12' x 12' or 9' x 12' Chalk Area	6' x 8' Chalk Area	4' x 6' Chalk Area
Amount	\$300	\$150	\$75
Availability	up to 14	up to 12	up to 18
Benefits			
	6' Sidewalk banner, logo & name (weekend of event)	4' Sidewalk banner, logo & name (weekend of event)	3' Sidewalk banner, name (weekend of event)
	Website, logo	Website, name	Website, name



### Sponsorship Ideas

- Promote your business
- In honor of someone special
- In memory of a loved one

# 2016 - CHALK SQUARE SPONSOR FORM



**YES, we want to be a chalk square sponsor for Chalk Full of Fun on the Square!**

Sponsoring Business, Individual or Organization: \_\_\_\_\_

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

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

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Sponsorship Levels (please check one)

- \$300 12' x 12' or 9' x 12' Chalk Area     \$150 6' x 8' Chalk Area     \$75 4' x 6' Chalk Area

Make check payable to: RWCPAF  
 Please send this form and mail to :  
 Redwood City Parks and Arts Foundation  
 1400 Roosevelt Avenue, Redwood City, CA 94061

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



For further information please go to [www.rwcpaf.org](http://www.rwcpaf.org) or you can contact Susie Peyton, Redwood City Parks and Arts Foundation Board Member at 650-780-7250 or [info@rwcpaf.org](mailto:info@rwcpaf.org).

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Event Sponsors

