



# 2014 SPONSORSHIP OPPORTUNITIES

27<sup>th</sup> Annual  
**HOLIDAY FESTIVAL**

December 10, 2014 | 5:00 – 8:30pm  
PH Community Center  
320 Civic Drive, PH



Be Part of the Magic!



*"With the completion of the new Community Center, we are excited to bring our annual Holiday Festival back."*

- Bob Berggren  
General Manager  
Pleasant Hill Recreation & Park District

## 27<sup>th</sup> Annual Holiday Festival FREE to the public

### When & Where:

Wednesday, December 10  
5:00 – 8:30pm  
Pleasant Hill Community Center  
320 Civic Drive

### Expected Attendance:

Over 2,000 guests  
Activities geared toward  
children of all ages!



## 2014 SPONSORSHIP OPPORTUNITIES

## About the Holiday Festival

The Pleasant Hill Recreation & Park District's Holiday Festival is back! After a four-year hiatus due to the construction of our new Pleasant Hill Community Center, the Festival will celebrate its 27<sup>th</sup> anniversary this year.

The Holiday Festival is one of largest and most popular holiday family events in the community. Free to the public, this spectacular event is the District's way of saying 'Thank you' to all those families who have participated in our programs, activities and events throughout the year.

Guests will be treated to a new FROZEN<sup>®</sup>-inspired wonderland, live holiday entertainment throughout the evening, hands-on holiday crafts, visits with Santa and Mrs. Claus, train rides, cocoa and treats, a food court, our famous talking Christmas tree and many more delightful holiday surprises.

Your sponsorships will allow us to bring this magical Holiday Festival back to the community in a spectacular way and create a memorable holiday experience for all ages to enjoy. Be recognized as an organization that brings joy to families and goodwill toward men (women & children).

Thank you for your sponsorship consideration.

## Be Part of the Magic!



## EXCLUSIVE EVENT SPONSORSHIPS

### Winter Wonderland- \$3,000

(only 1 more available)

- \* Premier event sponsorship
- \* Logo printed in event program distributed to over 2,000 guests
- \* Prominent logo placement in ALL public relations and print & digital/social media initiatives
- \* Prominent logo with website links on District and event Facebook pages
- \* Prominent logo included on all general event signage
- \* Verbal recognition on stage during welcome
- \* A dedicated live Christmas tree to decorate with your organization's logo on special ornaments

Secure your Sponsorship Early!  
Call (925) 771-7632



Be Part  
of the Magic!

# Magical Special Feature Sponsorships



## Special Feature Sponsorships

Each of the following unique special feature sponsorships listed below includes the following benefits:

- \* Special recognition signage at Special Feature site
- \* Organization name recognition in printed event program distributed to over 3,000 guests
- \* Logo with website links on District & event Facebook pages
- \* Name recognition on general event signage

### Do You Want to Build A Snowman Park? - \$2,500

Guest won't believe their eyes! Be the organization that brings snow to Pleasant Hill!

Create a winter wonderland snow park in the onsite playground. Sponsorship covers snow making services, snow transportation, machine rental and necessary supplies.

### Light Up the NEW Community Center - \$2,000

Your company will be recognized for allowing our new Community Center to dazzle and delight visitors not just at the event but also throughout the holiday season. The building and surrounding areas will be bedecked with lights to create a spectacular holiday display. After four years in storage, many of holiday lights did not survive. New lights and supplies are desperately needed.

### FROZEN© Kingdom- \$1,500

Be at the center of this main attraction inspired by the popular Disney movie, FROZEN©. Guests will have the opportunity to meet and take photos with Princess Elsa, build (and eat) Olaf the Snowman, prepare food for Sven the reindeer and sing along with Princess Elsa.

© Disney, All Rights Reserved, Disney Lifestyle



### Talking Christmas Tree- \$1,500

One of the most popular and traditional events at the Holiday Festival! Children of all ages will be awed by the customized 'chat' they have with the magical talking Christmas tree. Tree will be adorned with your company logo on special snowflake ornaments.

### Frosty & Friends - \$1,000

Give young guest the opportunity to frolic and play with big inflatable frosty and his inflatable friends. Sponsorship will help replace worn inflatable characters.

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Be Part of the Magic!



# Sparkling Activity Sponsorships



## Activity Sponsorships

Each of the following unique activity sponsorship opportunities listed below includes the following benefits:

- \* Name recognition in printed event program distributed to over 3,000 guests
- \* Name recognition on District and event Facebook pages
- \* Name recognition on signage at the event

### **Crazy Cottage Jump House - \$600**

A perfect activities for high-energy guests – their parents will thank you later as tired jumpers fall fast asleep.

### **Sven's Friends Petting Zoo - \$600**

Introduce young guests to Sven's (the reindeer from FROZEN©) domestic friends for a fun holiday experience to remember.

### **Parade of Lights- \$500**

Your company will shine as 350+ guests light up the very first Holiday Festival light parade with glowing magic wands or sticks compliments of your organization.

### **Juggler Extraordinaire - \$500**

Nothing adds to the wonder and magic to a Festival than an extraordinary juggler. Be the company that puts a big smile on over 3,000 faces.

### **Get Into Character - \$400**

Warm young guests hearts with an endearing hug from one of several roaming holiday characters. Characters holiday helpers will distribute company information or gift from you.

### **Coloring Contest - \$250**

Encourage creativity! Your logo and name will appear on coloring pages distributed to all students at the local elementary schools in Pleasant Hill. Coloring contest winners posted at Holiday Festival. Sponsorship covers printing costs and winner prizes (Toys R Us gift cards).



**Be Part of the Magic!**

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# Santa's Helper Donations



## Santa's Helper Donations

Each of the following Santa's Helpers donations opportunities listed below includes the following benefits:

- \* Name recognition in printed event program distributed to over 3,000 guests
- \* Name recognition on event signage

### Hot Cocoa & Sweet Treat

A big hit! Treat guest to a warm and cozy cup of cocoa and a yummy treat. Need hot chocolate, paper cups and commercial sweet treat for at least 1,000 guests.

### Build Edible Olaf Supplies

Graham crackers, marshmallows, pretzel sticks, frosting, edible pens and paper boats for 500 guests needed to make an edible Olaf the Snowman (from the movie FROZEN©)

### Craft Supplies

Paper, pens, crayons and craft supplies needed for hands-on art activities

### Reindeer Food Supplies

Birdseed, white paper bags and decorative holiday stickers needed to make reindeer 'food' for 500+ guests.

### Santa's Candy Canes

500-1,000 mini candy canes needed for Santa to distribute to his visitors.

### Gift Cards

Gift cards for event supplies are most appreciated!

### Cash

Extra cash will go a long way to make our Holiday Festival comeback a huge success.



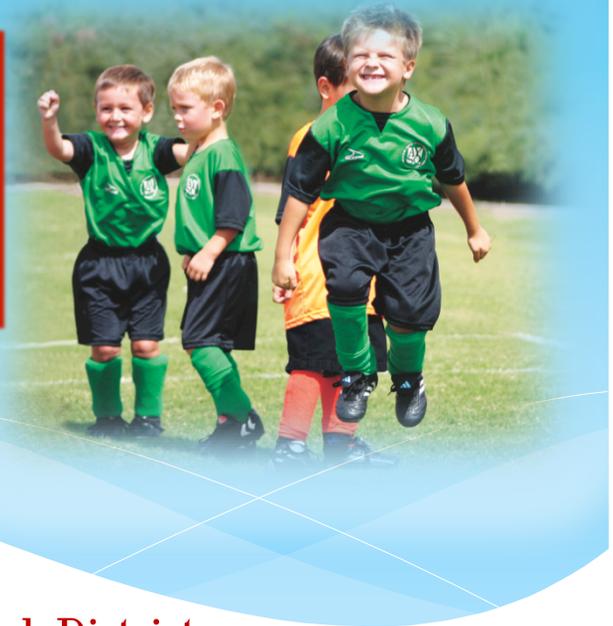
**Be Part of the Magic!**

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# Our Mission

## **Pleasant Hill Recreation & Park District:**

To enhance the quality of life for our community by providing park facilities and recreation programs of exceptional quality while maintaining and protecting our parklands for future generations.



## About the Pleasant Hill Recreation & Park District

The Pleasant Hill Recreation & Park District improves the quality of life for our local community by providing a wide variety of affordable and convenient recreation, sports, health, enrichment, educational and wellness programs, activities and events for all ages. We also offer an extensive system of multi-use parks, open space areas and beautiful community facilities including an Aquatic park, two additional pools, a historical site, a new Community Center, new Senior Center complex and new Teen Center. Pleasant Hill Recreation & Park District facilities opportunities to play, learn, and celebrate in our community.

## Our Impact:

Promote an active, healthy life-style for preschool, youth, teens, adults and seniors.

Foster self-enrichment and personal development in over 2,300 classes, programs and activities.

We preserve and drive community economic value by providing diverse programs, well-maintained neighborhood and community parks, trails and open space to attract and retain residents, businesses and visitors.

We strengthen community engagement by working closely with community partners and clubs, coordinating volunteer activities, co-sponsoring community events, and supporting local charities.

We preserve and protect natural resources of California by conscientiously and proactively maintaining the District's 269 acres of parkland.

We improve safety and security by providing positive recreational activities and safe environments for at-risk groups.



Pleasant Hill Recreation & Park District  
27<sup>th</sup> Annual Holiday Festival

# SPONSORSHIP AGREEMENT

*Yes!*

**I want to *Be Part of the Magic* as a Holiday Festival Sponsor:**

Name as you would like it to appear for recognition purposes:

Sponsorship Opportunities: \_\_\_\_\_

**Winter Wonderland Event Sponsor (\$3,000)**

**Special Feature Sponsor (circle)**

Snow Park

Light Display

Frozen Kingdom

Talking Tree

Frosty & Friends

**Activity Sponsor (circle):**

Jump House

Petting Zoo

Light Parade

Juggler

Character Helper

Coloring Contest

**Santa Helper Donations (circle):**

Hot Cocoa & Treat

Edible Olaf

Craft Supplies

Reindeer Food

Candy Canes

Gift Cards (specify): \_\_\_\_\_

Cash (specify): \$ \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Send an Invoice to the above address to the attention of: \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_ (payable to PHRPD)

Charge to credit card for \$ \_\_\_\_\_ (please fill out information below)

Name as it appears on the card: \_\_\_\_\_

Please Circle: Visa    MasterCard    Discover

CC#: \_\_\_\_\_ Exp: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**Send completed form to Jen Thoits. Fax: (925) 937-6342 or Email: [jthoits@pleasanthillrec.com](mailto:jthoits@pleasanthillrec.com)**



Be Part of  
the Magic!

**JOIN US!**

**Thank you for your  
sponsorship consideration & support!**

**Contacts:**

**Katrina Hunn & Jen Thoits**

*Holiday Festival Event Sponsorship Committee*

**(925) 771-7632**

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