

2015-2016 SPECIAL EVENTS
ANNUAL SPONSORSHIP OPPORTUNITIES



Wine Women & Shoes



Blues & Brews Festival



Holiday Festival





Wine Women & Shoes

Blues & Brews Festival

Holiday Festival

Pleasant Hill Recreation & Park District Special Events Annual Sponsorship Opportunities

Pleasant Hill Recreation & Park District Special Events are only made possible by the generosity and support of our sponsors. Sponsorships, in turn, provide an opportunity for local organizations to meet community outreach objectives and achieve recognition for your commitment to making Pleasant Hill a unique and special place to live.

In effort to increase sponsor value and community impact, Pleasant Hill Recreation & Park District is please to introduce the following annual event sponsorships. We offer three levels of opportunities to meet your budget and outreach objectives.

- Level 1: Five-Star Sponsorship
- Level 2: Big-Time Sponsorship
- Level 3: One-Of-A-Kind Sponsorship

Details on each sponsorship level is outlined in the following packet. We welcome any alternative sponsorship ideas your organization would like to implement. The packet also includes event summaries and a sponsorship commitment form.

We look forward to working with you.

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Special Events Coordinator
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Level 1: Five-Star Sponsorship

The Five Star Sponsorship package provides a unique opportunity to maximize your exposure to broader audiences within our community, secure greater value for your financial support and streamline your community outreach efforts.

Five-Star Sponsorship includes:

Standout recognition as a primary event sponsor at all five of the District's key annual events.

These events include The Holiday Festival, Come Together, Literary Women, Wine Women & Shoes and the Blues and Brews Festival. See event details provided in this proposal.

- Prominent logo recognition on signage at the event
- Logo placement in ALL public relations and advertising initiatives (print and digital)
- Logo in event programs where applicable.
- Choice of One-of-A-Kind sponsorship (Value: \$5,000) at Wine Women & Shoes
- Verbal recognition on stage during the program portion of the event

Editorial feature in Fall/Winter 2016 The Spotlight

The Spotlight is the District print recreation guide distributed three times a year to 68,000 homes and businesses in Pleasant Hill and surrounding areas. Copies are available at District facilities, local libraries and businesses.

District Website Semi-Permanent Feature

Sponsor logo will be featured on District website to recognize sponsor for their comprehensive support, throughout the sponsorship year. Logo will link to sponsor website.

District eNew Highlight

Sponsor will be highlighted in District eNews during the month event takes place. The PHRec eNews is distributed monthly to the District's database of over 6,000 direct customers and interest groups.

Facebook Social Media Advertising

Sponsor will be featured in posts related to each event on the District's Facebook page and pushed out. Links to sponsor social media sources included.

Community Center TV Feature

Sponsor will be featured on lobby television in the new Pleasant Hill Community Center which brings in over 1,000 people from the community and surrounding areas, on a weekly basis.

5-Star Sponsorship Investment: \$19,000 (\$23,500 Value)

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Level 2: Big-Time Sponsorship

The 'Big Time' Sponsorship package provides an opportunity to gain exposure at three of the District's key annual events, including The Holiday Festival, Wine Women & Shoes and Blues and Brews Festival.

'Big Time' Sponsorship includes:

Standout recognition as a primary event sponsor at three of the District's key annual events. See event details provided in this proposal.

- Prominent logo recognition on signage at the event
- Logo placement in ALL public relations and advertising initiatives (print and digital)
- Logo in three event programs where applicable.
- Choice of One-of-A-Kind sponsorship (Value: \$2,000) at Wine Women & Shoes
- Verbal recognition on stage during the program portion of the event

District eNew Highlight

Sponsor will be highlighted in District eNews during the month event takes place. The PHRec eNews is distributed monthly to the District's database of over 6,000 direct customers and interest groups.

Facebook Social Media Advertising

Sponsor will be featured in posts related to each event on the District's Facebook page and pushed out. Links to sponsor social media sources included.

Community Center TV Feature

Sponsor will be featured on lobby television in the new Pleasant Hill Community Center which brings in over 1,000 people from the community and surrounding areas, on a weekly basis.

'Big Time' Sponsorship Investment: \$12,000 (\$15,000 Value)

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Level 3: One-of-a-Kind Sponsorship

The One-of-a-Kind Sponsorship package is the perfect opportunity for sponsors to pick and choose a specific one-of-a-kind activities (Value \$2,000/activity) at each of the three key District events including The Holiday Festival, Wine Women & Shoes and Blues & Brews Festival. This sponsorship offers sponsors with limited available resources to maximize participation in multiple events.

One-of-a-Kind Sponsorship includes:

Recognition as one-of-a-kind activity sponsor at three of the District's key annual events.

See event details provided in this proposal.

Prominent logo recognition for activity on event signage

Logo on any item where applicable

Recognition on event program where applicable

Complimentary event tickets (see specific one-of-a-kind sponsorship activity)

One-of-a-Kind Sponsorship Investment: \$5,000 (\$6,000 Value)

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Holiday Festival

December 7, 2016 | PH Community Center



The magic continues! Pleasant Hill Recreation & Park District's Holiday Festival is will celebrate its 28th anniversary this year at the new Pleasant Hill Community Center.

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 the popular FROZEN[®]-inspired wonderland, live holiday entertainment throughout the evening, new LEGO[®] Winter Village, 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.

Holiday Festival Guest Profile

- Expected Attendance: 3,000 guests
- Families with young children, grandparents and relatives
- Pleasant Hill, Martinez, Concord and Walnut Creek residents

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Wine Women & Shoes

May 15, 2016 | PH Community Center



Wine Women & Shoes is one of the fastest growing luxury fundraiser event franchises in the country. WW&S events are now in 35 cities across the country and they have raised more than \$15,000,000 for women and children's causes. These events create an opportunity for partnerships between charities, wineries, shoe and accessory retailers, corporate sponsors and women in the community.

Cash and in-kind sponsorships underwrite all event costs.

At the event, guests will enjoy the country's top winemakers, shop the latest trends in the multi-designer Marketplace, enjoy a red carpet fashion show and slip on fantasy shoes served up on silver platters by charming and fun local "Shoe Guys", who are experts on the "fine art of wine and shoe pairing." Guests will also have the opportunity to bid on one of a kind auction items, enjoy delectable nibbles provided by local and caterers. This unique event is a combination of an afternoon garden party combined with a fun, wild dance club.

WW&S Guest Profile

- Expected Attendance: 350
- 80% women ages 30 to 55, CEO, moms to 30-something young professionals
- Key influencers, charity supporters, socially conscious & community minded
- Fashion conscious and wine connoisseurs
- Luxury brand consumers
- On average, attendees donate/spend \$200-\$600 per event

For more event information, visit www.winewomenandshoes.com/contracosta

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Blues & Brews Festival

July 15-16, 2016 | Pleasant Hill Park



Blues & Brews Festival is a two-day community event created for outdoor music enthusiasts and serious craft beer connoisseurs. This is a family-friendly co-sponsored event in a park setting that is free to the public. The event kicks off on Friday night with a free live concert and a home brew contest. Saturday offers a wide range of festival activities including five live blues bands, craft beer tasting, food, craft and wine vendors. Proceeds from event benefit the Pleasant Hill Teen Center and Pleasant Hill Chamber of Commerce.

Blues & Brews Guest Profile

- Expected Attendance: 3,000 guests
- Adults ages 21 to 65
- College students, working professionals, seniors and families
- Blues music fans
- Craft beer connoisseurs
- Enjoy outdoor live music
- Bay Area Residents and visitors from Pacific Northwest

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Come Together 6 Benefit Concert

February 26, 2016 | PH Community Center



An all-star benefit show featuring the talents of both local and Emmy-award winning musicians. The event includes seven live performances and a no host bar. Proceeds benefit the Teen Scholarship Program Fund and the Teen Music Program.

Come Together 6 Guest Profile:

- Expected attendance: 300 guests
- Adults 21 and over
- Music enthusiasts

Literary Women

April 16, 2016 | PH Community Center



An educational and intellectual one-day literary event for readers as well as writers. The event features four women authors who provide their literary perspectives and discuss their work. Author book signing, luncheon and book sales included.

Literary Women Guest Profile:

- Expected attendance: 300 guests
- Women, age 40-70
- Book clubs and writing club members
- Avid readers
- Novice and experience writers
- Bay Area residents

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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. For more information, visit pleasanthillrec.com.

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.

