



January 13, 2016

**Re: 2016 Sponsorship opportunities**

The City of Oakley will be hosting a variety of special events in 2016. The goal for these events is to bring the community together to enhance the quality of life for our residents and community members. Most events include free admission to make the programs accessible to everyone in the community.

The City of Oakley and City Council would like to extend an invitation to join us as a sponsor. A sponsorship package can be customized to meet your needs.

Benefits to sponsorship include:

- **VISIBILITY** - Increases a company's brand recognition within the community.
- **COMMUNITY INVOLVEMENT** - Provides an opportunity to meet with and establish a personal connection with thousands of potential clients and customers.
- **PROMOTION** - Provides additional advertising and marketing.

The following is a list of special events scheduled in 2016 that provide sponsorship opportunities. The events are a mix of successful core programs that we've held for many years and some exciting newer events that were implemented in response to feedback from the community. Please let me know if you'd like more detailed information about any of the events, including projected attendance.



## 2016 Community Events

### Rock the Chalk Art Contest, April 2 ★ NEW

Calling all budding artists! Registration is free, participants will be assigned a space to create their masterpiece in chalk in the Oakley Civic Center Plaza. Entries will be judged on creativity and use of color. The winners will receive a cash prize.

### Science Week, April 16—23

This unique educational program is in its 15th year in Oakley, bringing children and their families together for a weeklong program of science exploration, family fun and community involvement. This program is free, open to all ages and pre-registration is not required. More than 1500 children participated in 2015.

### Taste of Oakley, May 7

With the popularity and success of the inaugural "Taste of Oakley" in 2015, the 2nd annual event will have guests sampling more delicious dishes from Oakley restaurants and caterers. Tickets will be pre-sold at City Hall with the event taking place in the City Council Chambers from 6–8pm.

### Movies in the Plaza Series

This series provides an opportunity for families to enjoy a free, family-friendly movie in an outdoor setting. Each movie can draw up to 300 guests. May 7—The Good Dinosaur, June 11—Inside Out, July 30—Spongebob, Sponge Out of Water, August 27—Minions, September 24—Aladdin and October 1, Hotel Transylvania 2.

### Cityhood Celebration Saturday, July 2

This celebration commemorates the anniversary of Oakley becoming a city. Admission is free with activities including music, jump houses, vendors, food and more. The evening culminates with a spectacular fireworks show. This event draws up to 10,000 guests each year.

### Main Street Car Show Saturday, July 23

Car enthusiasts are invited to enter a car or come out to see the variety of vehicles on hand in the Civic Center Plaza. All makes and models are welcome. There will be live music, vendors and fun for the entire family.

### Heart of Oakley September 17

The 4th Annual event is a multicultural event with booths representing different cultures and countries along with live entertainment by singers, dancers and musicians. The event also includes wine grown from local grapes & craft beer tasting, gourmet food, a children's area and more than 50 vendors. Admission is free.

For more event information, contact Cindy Coelho at (925) 625-7044 or email: [Coelho@ci.oakley.ca.us](mailto:Coelho@ci.oakley.ca.us)

## ***Gold Sponsorship Package: \$5,000 (Single event of your choice)***

### ***Advertising and Media Benefits***

- ½ page Thank you acknowledgement in the Fall/Winter or Spring/Summer Recreation Guides – (Guides are distributed to 11,000+ households) and are available on-line.
- Company logo on promotional flyers and paid advertisements for the event\*
- Company Logo and website link included on digital media advertising including City website and Social Media for the event.\*

### ***On-Site Benefits***

- Two 10' x 10' event booth spaces at the event
- Company banner displayed at event (company provided)
- Recognition by Emcee at the event
- Gold sponsors will receive 10 “Unlimited Rides” wristbands for the Cityhood Celebration, regardless of which event they choose to sponsor
- Gold sponsors will receive 10 “Wine tasting tokens” for the Heart of Oakley Festival, regardless of which event they choose to sponsor
- Sponsors who select to sponsor the Cityhood Celebration will be acknowledged on the pre-taped audio presentation prior to the Cityhood fireworks show (The Cityhood Celebration draws up to 10,000 guests)\*

## ***Silver Sponsorship Package: \$2,500 (Single Event of your choice)***

- One 10' x 10' event booth space at an event of your choice
- Company banner displayed at the event
- ¼ page Acknowledgement in the Fall/Winter or Spring/Summer Recreation Guides - (Guides are distributed to 11,000+ households)\*
- Company Logo and website link included on digital media advertising including City website and Social Media\*

***Bronze Sponsorship Package: \$1000 (Single event of your choice)***

- One 10' x 10' event booth space at the event
- Company banner displayed at event (company provided)
- Acknowledgement in the Recreation Guide

***Acorn Sponsorship Package: \$500 (Single Activity)***

- One 10' x 10' event booth space
- Signage at one children's inflatable or activity at Heart of Oakley or Cityhood Celebration

***Movie Sponsorship Package: \$250    One Movie***

- Exclusive booth and signage at one movie.

\* Based on the event, deadlines will apply for inclusion on print materials.

I will be happy to answer any questions you may have about the sponsorship packages. If you do not see a package that meets your needs or you have a special request, I'll be happy to custom design a package for you. Please feel free to contact me if you have any questions.

***Best Regards,***

***Cindy Coelho  
Event Coordinator  
(925) 625-7044  
Coelho@ci.oakley.ca.us***