



CITY OF YORBA LINDA



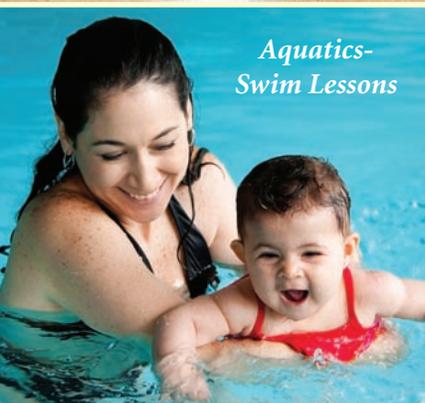
COMMUNITY EVENT SPONSORSHIP PROGRAM



July 4th Spectacular



Mini Sports



Aquatics-Swim Lessons



Concerts in the Park



Senior Health & Wellness



Father Son Fishing Derby

Help to Ensure the Ongoing Success of Vital Community Events and Programs!

Yorba Linda is a vibrant city with a small town atmosphere where relationships are important. This is clearly visible throughout the community, from the stable single family neighborhoods, which make up nearly eighty percent of the city's residences, to the partnership between businesses and local non-profit volunteer driven organizations which strengthen the city's remarkable social fabric.

The City of Yorba Linda's Parks and Recreation Department is dedicated to enriching the Yorba Linda community by providing a variety of traditional and innovative recreational activities, quality parks, and facilities. Sponsorships and partnerships are available to support the programs and facilities that benefit Yorba Linda residents and that distinguish Yorba Linda from other local cities. Publicity of your company's products and/or services, not only to the residents who attend City events and programs, but also through significant media outlets, can help position your company within the community to become more successful.

Local businesses and individuals will receive a significant value for their contribution. One of the benefits that every sponsorship level will receive is inclusion in the "Thank You to our Sponsors" page of the Recreation & Public Library Activity Guide that is mailed to approximately 23,000 resident households every quarter. The information in this brochure contains a complete list of benefits for each sponsorship level. We hope that you find this sponsorship program to be a tremendous opportunity for your company and/or family and will choose to support the City of Yorba Linda's Parks and Recreation programs that help make Yorba Linda "The Land of Gracious Living."

Publicize Your Company and Gain Visibility as a Supporter of Yorba Linda!



PLATINUM SPONSOR

\$5,000

(Sponsor ALL THREE Citywide Special Events: July 4th Spectacular, Concerts in the Park, & Easter Egg-Citement Hunt)

Recognition at Events

- ★ Two 5'x8' custom banners with sponsor's name and company logo will be prominently displayed at all 3 events (City of Yorba Linda will pay for the banners).
- ★ One 8'x8' canopy with table and 2 chairs at the event for sponsor to distribute information about their company (if desired).
- ★ Sponsor's company logo will appear on all printed materials for event (submission deadlines apply).
- ★ Verbal recognition of sponsorship at event.

Online Recognition

- ★ Sponsor's company logo and a link to their website will be uploaded to the City of Yorba Linda's website www.ci.yorba-linda.ca.us (on the Parks & Recreation home page) with a printable store coupon.
- ★ A link to the sponsor's Facebook page will be posted on the City of Yorba Linda's Parks and Recreation Facebook page (if applicable).

Direct Mail to Yorba Linda Homes

- ★ Inclusion in "Thank You to our Sponsors" page of the Recreation & Public Library Activity Guide that is mailed to 23,000 resident households (submission deadlines apply).

VIP Benefits

- ★ Free round of golf at Black Gold Golf Club including lunch or dinner (foursome).
- ★ VIP parking passes for up to 3 vehicles at the City of Yorba Linda's July 4th Spectacular and a 15'x15' reserved space in a prime location to view the fireworks.



For questions about sponsorships, please contact Yorba Linda Parks and Recreation Department at (714) 961-3300.



GOLD SPONSOR

\$2,000

(Pick ONE Citywide Special Event to sponsor:
July 4th Spectacular, Concerts in the Park or Easter Egg -Citement Hunt)

Recognition at Event

- ★ One 5'x8' custom banner with sponsor's name and company logo will be prominently displayed at the event (City of Yorba Linda will pay for the banner).
- ★ Sponsor's company logo will appear on all printed materials for event (submission deadline apply).
- ★ Verbal recognition of sponsorship at event.

Online Recognition

- ★ A link to the sponsor's Facebook page will be posted on the City of Yorba Linda's Parks and Recreation Facebook page (if applicable).

Direct Mail to Yorba Linda Homes

- ★ Inclusion in "Thank You to our Sponsors" page of the Recreation & Public Library Activity Guide that is mailed to 23,000 resident households (submission deadlines apply).

VIP Benefits

- ★ Free round of golf at Black Gold Golf Club (foursome).
- ★ VIP parking passes for two vehicles at the City of Yorba Linda's July 4th Spectacular.



SILVER SPONSOR

\$1,000

(Pick TWO programs or events to sponsor from the following categories:
Family, Sports, Senior, & Specialty).

Recognition at Events

- ★ Sponsor's company logo will appear on all printed materials for the event (submission deadlines would apply).
- ★ Verbal recognition of sponsorship at event.

Online Recognition

- ★ A link to the sponsor's Facebook page will be posted on the City of Yorba Linda's Parks and Recreation Facebook page (if applicable).

Direct Mail to Yorba Linda Homes

- ★ Inclusion in "Thank You to our Sponsors" page of the Recreation & Public Library Activity Guide that is mailed to 23,000 resident households (submission deadlines apply).

VIP Benefits

- ★ VIP parking pass for one vehicle at the City of Yorba Linda's July 4th Spectacular.



BRONZE SPONSOR

\$500

(Pick ONE program or event to sponsor from the following categories:
Family, Sports, Senior, & Specialty).

Recognition at Event

- ★ Verbal recognition of sponsorship at event.

Online Recognition

- ★ A link to the sponsor's Facebook page will be posted on the City of Yorba Linda's Parks and Recreation Facebook page (if applicable).

Direct Mail to Yorba Linda Homes

- ★ Inclusion in "Thank You to our Sponsors" page of the Recreation & Public Library Activity Guide that is mailed to 23,000 resident households (submission deadlines apply).

GIVE BACK TO THE COMMUNITY SPONSOR \$250

- ★ Inclusion in "Thank You to our Sponsors" page of the Recreation & Public Library Activity Guide that is mailed to 23,000 resident households (submission deadlines apply).

Programs and Events for Sponsorship

Citywide Special Events

- July 4th Spectacular
- Concerts in the Park (July-August)
- Easter Egg-Citement Hunt (April)

Family Events

- Breakfast with Santa (December)
- Flashlight Egg Hunt (April)
- Father Son Fishing Derby (April)
- Mother Son Fun Night (May)
- Mother Daughter Valentine's Tea (February)
- Daddy Daughter Fun Night (October)

Sports Related Programs

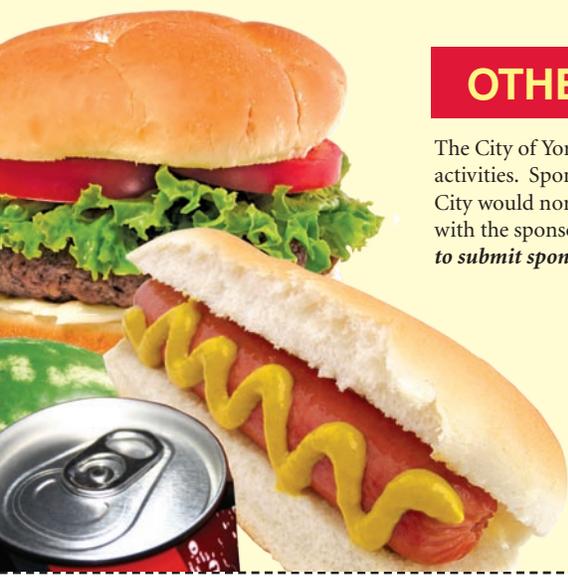
- Nothing But Net Youth Basketball (Summer)
- Spike Time Youth Volleyball (Fall and Spring)
- Mini Sports for Mighty Tykes (Offered every quarter)
- Athletic Recognition Wall of Fame (April)
- Adult Sports Programs Softball/Basketball (quarterly)

Senior Programs

- Senior Dances (quarterly)
- Senior Lunch Program
- Senior Transportation Program T.R.A.I.L.S.
- Senior Health & Wellness Programs
- Senior Enrichment Programs

Specialty Programs

- Adventure Playground
- Summer Youth Programming
- Aquatics - Swim Lessons
- Teen Dances (8 dances from October-June)
- Kids Community Swap Meet (September)



OTHER SPONSORSHIP OPPORTUNITIES

The City of Yorba Linda will also accept sponsorships and in-kind donations for both large and small scale programs and activities. Sponsorships and in-kind donations for a specific program will be graciously accepted if it is a product or service the City would normally use or would enhance the program. The value of the in-kind donation will receive benefits commensurate with the sponsorship levels listed above. **Due to time constraints and the planning process for each event, you are encouraged to submit sponsorship information at least 3 months prior to the event date.** Some examples of in-kind donations are:

- ★ **Food and Drinks**
- ★ **Gift Baskets & Gift Cards**
- ★ **Athletic Equipment**
- ★ **Donation of Service/Equipment**
(photographer, DJ, temporary fencing, portable toilets, trash containers, etc.)

Please contact Recreation Staff at (714) 961-7160 if you are interested in sponsoring a specific program and would like to know what types of donations are appropriate.

★ ★ ★ SPONSORSHIP FORM ★ ★ ★

YES! I would like to contribute and be a collaborative partner in the continued success of the City of Yorba Linda's Parks & Recreation Department's programs and special events!



Sponsor Name: _____
(as you would like it displayed for public acknowledgment)

Contact Name: _____

Address: _____

Phone: _____ E-mail: _____

Website Address (Platinum Sponsors only): _____

Facebook Page (Platinum, Gold, Silver or Bronze Sponsors only): _____

SPONSORSHIP LEVEL

(check one of the Sponsorship Levels below):

- Platinum Sponsor** \$5000
Sponsor ALL THREE Citywide Special Events:
July 4th Celebration, Concerts in the Park, & Easter Egg-Citement Hunt
- Gold Sponsor** \$2000
Check ONE Citywide Special Event to sponsor:
 July 4th Celebration Concerts in the Park Easter Egg-Citement Hunt
- Silver Sponsor** \$1000
(Write-in the names of TWO programs or events to sponsor from the following categories: **Family, Sports, Senior, & Specialty**).
1. _____
2. _____
- Bronze Sponsor** \$500
(Write-in the name of ONE program or event to sponsor from the following categories: **Family, Sports, Senior, & Specialty**).
1. _____
- Give Back to the Community Sponsor** \$250
(Sponsorships will be used to offset the costs of Citywide Special Events)

PAYMENT INFORMATION

Please submit this form in person or mail it along with your donation to the following:

City of Yorba Linda
4845 Casa Loma Avenue, Yorba Linda, CA 92886
Attention: Parks and Recreation

FORM OF PAYMENT

- Cash Check Money Order

(payable to: **The City of Yorba Linda**)

Credit Card

- VISA MasterCard:

□□□□ - □□□□ - □□□□ - □□□□
Card Number

Expiration Date

Name as it appears on the card (please print)

Cardholder Signature

In the event the programs you have chosen to sponsor are cancelled due to inclement weather or other reasons, staff will contact you to discuss other sponsorship opportunities.