



2018 Premium Sponsorship Levels

Expected attendance to reach 8,000-10,000!

Sponsorship Levels	Event/ Area Sponsorship	Event Booth	During Event Marketing	Community Involvement	City's Web Page
Santa Claus- \$15,000 Limit one sponsor	Your company listed as the sponsor at the main event Event listed as: City of Roseville's Christmas Tree Lighting 2018 sponsored by your company	10x20 booth in a prime location at all 4 events	Company logo illuminated on Civic Center Building during both Tree Grove and Tree Lighting Events Company logo on event banners and signage displayed during all Downtown Holiday Events	Opportunity for company staff to volunteer at events and for a company representative to speak at the Christmas Tree Lighting (not required)	Your company name listed on event web page
North Pole- \$10,000 Limit two sponsors Only one sponsor per industry accepted	Your company listed as sponsor of an area at the main event (i.e. Kids Zone presented by your company) Areas to choose: Kids Zone, Friday Flicks or Storytime with Santa event	10x20 booth in a prime location at Christmas Tree Lighting and 2 other Downtown Holiday Events of your choice	Company logo on event banners and signage displayed during all Downtown Holiday Events	Opportunity for company staff to volunteer in sponsored area (not required)	Your company name listed on event web page
Silver Bells- \$5,000 Limit four sponsors	Your company listed as sponsor of an area at the main event (i.e. Stage Performances presented by your company) Areas to choose: Train, stage performances or Gingerbread House Contest	10x10 booth at Christmas Tree Lighting and 1 other Downtown Holiday Event of your choice	Company name on event banners and signage displayed during all Downtown Holiday Events	Opportunity for company staff to volunteer in sponsored area (not required)	Your company name listed on event web page
Frosty's Friends- \$2,500		10x10 booth at Christmas Tree Lighting	Thank you to your company announced at all 6 events Company name on event signage displayed during all Downtown Holiday Events		Your company name listed on event web page



Supporting Sponsorship Levels

Sponsorship Levels	During Event Marketing	City's Web Site Page
Sparkle- \$1,000	Company name listed on sponsor signage	Your company name listed on event web page
Mistletoe- \$500		Your company name listed on event web page

*Sponsorship must be received by **November 9, 2018**. Your prompt response will help us promote your business/organization at these exciting events. Questions, please contact Kristi LaRoche at (916) 774-5962 or by e-mail at klaroche@roseville.ca.us.*

Company/Organization _____ Sponsorship Level _____

Address _____

Contact Person _____ Phone Number _____

Email _____

Please indicate how you would like your company/organization to read on signage and media:

Sponsorships can be paid by check or credit card. Please make checks payable to the City of Roseville.

Donations are paid by credit card: Visa, MasterCard, Discover, American Express

Staff will contact to retrieve credit card number.

*Mail completed form to:
 City of Roseville
 Attention: Kristi LaRoche
 1545 Pleasant Grove Bl
 Roseville, CA 95747*

