



# 2016 Premium Sponsorship Levels

*Expected attendance to reach over 10,000 people!*

Sponsorship Levels	Event/ Area Sponsorship	Event Booth	During Event Marketing	Community Involvement	City's Web Page
<b>Santa Claus- \$15,000</b> <i>Limit one sponsor</i>	Your company listed as the sponsor at the main event  Event listed as: City of Roseville's Christmas Tree Lighting 2016 sponsored by <i>your company</i>	10x20 booth in a prime location at all 6 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
<b>Winter Wonderland- \$10,000</b> <i>Limit two sponsors</i>  Only one sponsor per industry accepted	Your company listed as sponsor of an area at the main event (i.e. Kids Zone presented by <i>your company</i> )  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
<b>Silver Bells- \$5,000</b> <i>Limit four sponsors</i>	Your company listed as sponsor of an area at the main event (i.e. Petting Zoo presented by <i>your company</i> )  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
<b>Frosty's Friends- \$2,500</b>		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
<b>Sparkle- \$1,000</b>	Company name listed on sponsor signage	Your company name listed on event web page
<b>Mistletoe- \$500</b>		Your company name listed on event web page

Sponsorship must be received by **November 9, 2016**. 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](mailto: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:*

Credit Card:            Visa                    MasterCard            Discover

Number: \_\_\_\_\_ Expiration: \_\_\_\_\_

Name on card: \_\_\_\_\_

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

