

FOURTH OF JULY SPONSORSHIP PACKET

Dear Potential Sponsor:

The Mission Viejo Activities Committee (MVAC) was formed in 1967 by a group of community volunteers. For the past 42 years, the members have donated an extremely valuable commodity.....time. Time invested in the community!

There have been many changes in Mission Viejo and the surrounding communities. The one constant through all these years has been our commitment to community service and community pride. We do this in two major ways; the first is our quality Community Events and the other, an ever-growing Outreach Program.

Our upcoming event is the 4th of July Street Faire and Fireworks Spectacular. This annual event is held on Olympiad Road between Marguerite and Melinda. The fun begins at 12 noon with live entertainment on the main stage, rides and over 40 food and game booths operated by local service and non-profit groups. There will also be over 30 booths with crafts and gift items. The sky will sparkle at 9:00 with a display of fireworks. Admission is free with free shuttle service between 1:00 - 8:00 p.m.

Each year we offer sponsorship packages to local Saddleback Valley businesses that want to join us in bringing the 4th of July Street Faire to Mission Viejo. We have had many tremendous sponsors. Now we would like to add **YOU!** Please read the sponsorship package and become involved in this fantastic event. Also, please include your company logo when making donations so that it can be included on printed material.

If you have any questions please call our office 830-7066 and speak with Cathy Allen.

Thank you in advance for your support and contribution.

Sincerely,

Dave Breazeale
MVAC President

HELP OUR EVENT CONTINUE AND YOU HELP ALL THESE NON-PROFIT GROUPS CONTINUE THEIR GOOD WORK.....

- The Elks Club, the Lions Club, Jobs Daughters, the Rotary Club, Music Boosters, Girl Scouts, Boy Scouts, Young Marines, and many local soccer, baseball, and basketball teams.
- **We only allow non-profit groups such as these to operate the food and game booths at the 4th of July Street Faire.** They pay a nominal entry fee and keep 100% of the day's profits for their organization!!
- So your contribution to sponsor the Street Faire can mean **a major source of income for these groups** and they depend on events like this to keep operating.
- **The exposure to over 20,000 potential customers** is another solid reason to sponsor this event. The ability **to be present at the event** and talk to the thousands of people that are there can be an invaluable **marketing tool** for you and your business.
- **By becoming a sponsor of this event, you will be featured in a great deal of publicity.** All sponsors will be featured on our **website** and set up to link back to your website. Also, **fliers are distributed** through city facilities. On the day of the event your company **logo will be displayed** at three locations, 2 entrances and at the Main Stage, and your **banner can be displayed** at the Main Stage.

**ONE SPONSORSHIP CAN BRING YOU ALL THESE BENEFITS!!!
ALL YOU HAVE TO DO IS SAY YES!!**

4TH OF JULY STREET FAIRE AND FIREWORKS SPECTACULAR

ENTERTAINMENT SPONSOR

\$500 - \$800

BENEFITS PACKAGE ...

- Company name listed as Entertainment Sponsor on printed sponsor signs displayed at the TWO main entrances of the Street Faire and on one sign at the Main Stage. Company must provide logo (deadline is June 15).
- Your company logo will be displayed on our website as Entertainment Sponsor. Included with this, will be a link that will send people directly to your website (if available). You must provide your logo in a .jpg format and provide your website address.
- MVAC will provide a 10 x10 space and electrical power if your company wishes to provide an exhibit booth at the Street Faire.
- Master of ceremonies will make announcements from the stage, naming your company as an Entertainment Sponsor.

COMMUNITY SPONSOR \$1,000+ CONTRIBUTION BENEFITS PACKAGE ...

- Company name listed as Community Sponsor on printed sponsor signs displayed at the TWO main entrances of the Street Faire and on one sign at the Main Stage. Company must provide logo (deadline is June 15).
- Company logo on flyers (deadline June 1) distributed through city facilities.
- Your company logo will be displayed on our website as Community Sponsor. Included with this, will be a link that will send people directly to your website (if available). You must provide your logo in a .jpg format and provide your website address.
- Company banner (3'x8') displayed over the Main Stage. Sponsor supplies the banner.
- MVAC will provide a 10'x10' space and electrical power if your company wishes to provide a sale/exhibit booth at the Street Faire.
- Master of Ceremonies will assist in promotional announcements. Company must submit written script or announcements to MVAC for approval two weeks prior to event.

4TH OF JULY STREET FAIRE AND FIREWORKS SPECTACULAR

AMERICAN PATRIOT SPONSOR \$2,500 CONTRIBUTION BENEFITS PACKAGE ...

- Company name listed as American Patriot Sponsor on printed sponsor signs displayed at the TWO main entrances of the Street Faire and on one sign at the Main Stage. Company must provide logo (deadline is June 15).
- Company logo on flyers (deadline June 1) distributed through city facilities.
- Your company logo will be displayed on our website as American Patriot Sponsor. Included with this, will be a link that will send people directly to your website (if available). You must provide your logo in a .jpg format and provide your website address.
- Company banner (3'x10') displayed over the Main Stage in a prominent location. Sponsor supplies the banner.
- Opportunity to display and promote your business at the Street Faire from 12:00 noon until 9:00 PM. MVAC will provide a 10'x10' space and electrical power if your company wishes to provide a sale/exhibit booth at the Street Faire.
- Company will be announced as American Patriot Sponsor by the Master of Ceremonies throughout the day. Master of Ceremonies will assist in promotional announcements. Company must submit written script or announcements to MVAC for approval two weeks prior to event.

4TH OF JULY STREET FAIRE AND FIREWORKS SPECTACULAR

PRESENTING SPONSOR \$7,500 CONTRIBUTION BENEFITS PACKAGE ...

- Company name or logo will be prominently featured in type size larger than all other sponsor categories, except Title Sponsor in all printed advertising and other appropriate materials produced after sponsor commitment is received.
- First right of renewal will be granted for future year's participation as the 4th of July Presenting Sponsor, and a multiple year agreement may be negotiated.
- The 4th of July Presenting Sponsor will be invited to participate in other MVAC events throughout the year as a VIP.
- Grant of limited license to use event logo and name in connection with 4th of July Presenting Sponsor's participation in the event.
- Company name listed as Presenting Sponsor on printed sponsor signs displayed at the TWO main entrances of the Street Faire and on one sign at the Main Stage. Company must provide logo (deadline is June 15).
- Company logo on flyers (deadline June 1) distributed through city facilities.
- Your company logo will be displayed on our website as Presenting Sponsor. Included with this, will be a link that will send people directly to your website (if available). You must provide your logo in a jpg format and provide your website address.
- Company banner, (approx. 4'x12') displayed in a premium position over the main stage at the Street Faire.
- MVAC will provide a 10'x10' space and electrical power if your company wishes to provide a sale/exhibit booth at the Street Faire.
- Company will be announced as a Presenting Sponsor by the Master of Ceremonies from the Main Stage throughout the day. Master of Ceremonies will assist in promotional announcements. Company must submit written script or announcements to MVAC for approval two weeks prior to event.

WE SINCERELY THANK YOU FOR YOUR SUPPORT OF OUR EVENT!

Please return this form, your check and your company logo to:

Mission Viejo Activities Committee
24932 Veterans Way
Mission Viejo, CA 92692

Yes, I want to be a sponsor at the 4th of July Street Faire and Fireworks Spectacular!

I would Like to be an Entertainment Sponsor.....\$500+

I would like to be a Community Sponsor\$1,000+

I would like to be an American Patriot Sponsor.....\$2,500+

I would like to be a Presenting Sponsor.....\$7,500+

Sponsor Company Name_____

Company Website Address_____

Contact Name_____

Address_____

City_____ Zipcode_____

Telephone Number_____

Fax Number_____

e-mail address_____

I have e-mailed my logo in a .jpg file to mvacorg@sbcglobal.net

Sponsor Type_____

Company_____

Brief Booth Description (what you are going to be doing or displaying)

Script for Emcee

I will bring banner to the Main Stage upon arriving at the Street Faire. For Community, American Patriot and Presenting Sponsors.