



# SPONSORSHIP BROCHURE

Foster City Parks and Recreation

# 2024

# Thank you for your support!



The Foster City Parks and Recreation Department is committed to providing excellent service, exciting programs, and exceptional places, to enhance our community's quality of life. We believe the benefits gained through utilization of our parks and programs enhance one's quality of life and community.

The Foster City Parks and Recreation Department values:

- Excellence
- Integrity
- Creativity
- Service
- Leadership



*"We make a living by what we give, but we make a life by what we give."*

*- Winston Churchill*

# SUMMER CONCERT SERIES LEVELS OF SPONSORSHIP

There's no better place to be than the Leo Ryan Park amphitheater during the summer. The popular Summer Concert Series is celebrating its 30th year of providing free concerts in the park.

## **TITLE SPONSOR- \$5,000+**

- Your organization identified as the event Title Sponsor on all promotional materials
- Your organization's name and logo on all promotional materials and in the Activity Guide
- Your organization's name on the Parks and Recreation Department website with a link to your organization's website
- Privilege to hang a banner or have a table or space to promote your organization at the event your organization sponsors
- One free rental for Leo Ryan Park or Boothbay Park to host a company picnic (1 year expiration)

## **GOLD SPONSOR- \$3,000+**

- Your organization's name and logo on all promotional materials and in the Activity Guide
- Your organization's name on the Parks and Recreation Department website
- Privilege to hang a banner at the event your organization sponsors

## **SILVER SPONSOR- \$1,000+**

- Mention in all promotional materials and the Activity Guide
- Your organization's name on the Parks and Recreation Department website
- Privilege to hang a banner at the event your organization sponsors

## **FRIENDSHIP LEVEL- \$100+**

- Mention in selected promotional materials
- Your organization's name on the Parks and Recreation Department website

**SUMMER CONCERT SERIES SPONSORSHIP DUE: APRIL 26, 2024**

# SMALLER COMMUNITY EVENTS LEVELS OF SPONSORSHIP

The Foster City Parks and Recreation Department strives to provide a variety of quality special events. Over the course of the calendar year, the Parks and Recreation Department leads approximately 20 community events.

Examples include:

Fourth of July Celebration  
Family Overnighter  
Community Bike Ride

Halloween Festival  
Tree Lighting

## **GOLD SPONSOR- \$500+**

Silver benefits plus:

- Title Sponsor recognition on marketing materials\*
- Organization website linked on event website

## **SILVER SPONSOR- \$350+**

Bronze benefits plus:

- Organization banner displayed at event
- Opportunity to have an informational table at event

## **BRONZE SPONSOR- \$200+**

- Recognition at event via Community Event Sponsorship sign
- Live recognition at event
- Listed as sponsor on event website

Monetary contributions less than \$199 and/or in-kind donations will be recognized as voluntary donors via thank you letters and verbal recognition at event. Sponsorships are due three (3) months prior to the event date.

## **ADDITIONAL PARTNERSHIP OPPORTUNITIES**



Youth and Teen Foundation  
Veterans Honor Wall  
Park Memorial Bench Foundation

# SUMMER DAYS LEVELS OF SPONSORSHIP

Foster City Summer Days is a three-day festival in August that celebrates Foster City's birthday. This community event originated in 2019 and brings residents, local businesses, and non-profit groups together to create a fun filled weekend for folks of all ages! This year's event features delicious food, carnival rides and games, live music, a car show, talented craft vendors, and an inflatable raft race.

## **DIAMOND SPONSOR- \$5,000+**

Platinum Benefits and

- Full page advertisement in future edition of the Parks and Recreation Activity Guide
- Business logo printed on Summer Days Event Schedule and Program
- Business featured as a Title Sponsor on public relations announcements to the Press and Media
- Identified as a Title Sponsor

## **PLATINUM SPONSOR- \$2,500+**

Gold Benefits and

- Waived booth registration fee
- Business promoted via electronic marquee board and on social media
- One (1) free park rental at Leo Ryan Hilltop or Boothbay Park
- Live recognition as event sponsor at select live entertainment performances

## **GOLD SPONSOR- \$500+**

Silver Benefits and

- Business website linked on Summer Days event website

## **SILVER SPONSOR- \$250+**

Bronze Benefits and

- \$50 off booth registration fee
- Business recognized as event partner listed at event entrance
- Event sponsor ribbon for booth and name badge

## **BRONZE SPONSOR- \$100+**

- Name printed on Summer Days event website
- Business recognized in the Fall 2024 edition of the Parks and Recreation Activity Guide



**SUMMER DAYS SPONSORSHIP DUE: JUNE 7, 2024**

Foster City Parks and Recreation Department  
**2024 SPONSORSHIP FORM**

Company Name \_\_\_\_\_

Representative \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Email \_\_\_\_\_

Business Phone \_\_\_\_\_ Social Media \_\_\_\_\_

Please indicate below the program(s) that you would like to sponsor:

**Summer Concert Series (July 12, 19, 26, August 2, 9, 16\*)**

- Title Sponsor- \$5,000
- Gold Sponsor- \$3,000+
- Silver Sponsor- \$1,000+
- Friendship Level- \$100+
- Other \_\_\_\_\_

**Summer Days (August 16\*-18)**

- Diamond Sponsor- \$5,000
- Platinum Sponsor- \$2,500+
- Gold Sponsor- \$500+
- Silver Sponsor- \$250+
- Bronze Sponsor- \$100+
- Other \_\_\_\_\_

**Smaller Community Events**

- Gold Sponsor- \$500+
- Silver Sponsor- \$350+
- Bronze Sponsor- \$200+
- Other \_\_\_\_\_

Event(s) \_\_\_\_\_

*\*Last Summer Concert/Summer Days Kickoff*

**TOTAL SPONSORSHIP DUE** \_\_\_\_\_

All sponsors will be required to sign a fundraising agreement and agree to pay the contribution prior to the event's sponsorship deadline in order to receive recognition benefits. For more information, email [recreation@fostercity.org](mailto:recreation@fostercity.org).

To pay online via PayPal, visit [www.fostercity.org/sponsorship](http://www.fostercity.org/sponsorship). Checks can be made payable to "City of Foster City" and mailed to: Foster City Recreation Center, 650 Shell Blvd, Foster City, CA 94404.