



CITY OF COLONIAL HEIGHTS

RECREATION & PARKS

Craig R. Skalak
Director

Shepherd Stadium • 901 Meridian Ave • P.O. Box 3401
Colonial Heights, Virginia 23834

July 12, 2018

Dear Potential Back-to-School Sponsor:

The City of Colonial Heights in partnership with several organizations and businesses are hosting the 11th Annual Back-To-School Festival for the students of Colonial Heights. This year's event will take place on Tuesday, August 21, 2017 at the Colonial Heights Soccer Complex from 6:00 – 8:00 pm. Our goal is to once again raise funds to be used for **FREE** school supplies for the hundreds of students that attend the festivities. Each year this event encompasses a well-attended vendor fair that enables local agencies to promote their youth related services to interested parents as well as a chance for students to receive school supplies. It is our hope to have agencies and organizations that support the community come together in this joint effort of providing a fun filled event to kick-off the school year.

In order to accomplish these goals, we are asking for support from community businesses, civic clubs and organizations. Monetary donations, gifts-in-kind, gift cards/vouchers and/or volunteers for the event would be greatly appreciated to help us put on this event. Monetary donations should be made payable to the **City of Colonial Heights, Reference: Back-to-School Festival** and mailed to the Colonial Heights Recreation and Parks Department, Reference: Back-to-School Festival, PO Box 3401, Colonial Heights, VA 23834. If you are unable to make a monetary donation, gifts-in-kind may include but is not limited to school supplies, gift cards, food, raffle items, and prizes for games. Please see enclosed sponsor level information.

We request that all monetary donations and/or gifts-in kind are received no later than Wednesday, August 8th, 2018 to ensure that your organization/business name is listed on our Back-to-School Festival T-shirts. Lastly, if your organization/business would like to help volunteer at the Back-to-School Festival or would like to offer suggestions for the Back-to-School Festival please contact AJ Barksdale at (804) 520-9390 or e-mail barksdalea@colonialheightsva.gov. Thank you in advance for your time and consideration in this matter and please remember that all donations whether great or small are appreciated.

Sincerely,

AJ Barksdale, CTRS
Back-to-School Festival, Chairperson
Recreation Specialist II
barksdalea@colonialheightsva.gov
(804) 520-9392 / (804) 691-5946



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Sponsor Level Information

Information: Please check one of the following-

- Business
- Civic Organization
- School/PTO
- Vendor
- Religious Organization
- Other : _____

Sponsorship Levels:

Presenting Sponsor – \$2,000.00

- 4'x8' banner at entrance or registration area
- Booth with 1 table, 2 chairs and a 10'x10' tent
- Logo on front of event shirt as "event presented by"
- Logo on event calendar listing on website
- Listed as "Presenting Sponsor" on all publicity
- Promotional items included in participant bags/handouts
- Recognition at City Council Meeting

Gold Sponsor – \$1,000.00

- Stand-alone yard sign listed as "Gold" sponsor
- Booth with 1 table and 2 chairs (provide own tent)
- Logo on back of event shirt
- Logo on event calendar listing on website
- Promotional items included in participant bags/handouts
- Listed in all e-communication as "Gold" sponsor

Silver Sponsor – \$500.00

- Listed on yard sign with other "Silver" sponsors
- Booth with 1 table and 2 chairs (provide own tent)
- Logo on back of event shirt
- Logo on event calendar listing on website
- Promotional items included in participant bags/handouts
- Listed in all e-communication as "Silver" sponsor

Bronze Sponsor – \$250.00

- Listed on yard sign with other "Bronze" sponsors
- Booth with 1 table and 2 chairs (provide own tent)
- Logo on back of event shirt
- Promotional items included in participant bags/handouts

Vendor/Friend – \$25.00 to \$249.00

- Booth with 1 table and 2 chairs (provide own tent)
- Promotional items included in participant bags/handouts



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All materials for Pre-Registration bags must be turned in by Wednesday, August 16th, 2018.

Organization/Business/Vendor/ Name:

Address Zip Code

Representative Name E-mail Phone Number/Fax

Authorized Signature Date

Financial Information:

We agree to provide financial sponsorship for the 9th Annual Back-To-School Festival on Tuesday, August 21, 2018. As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in the aforementioned paragraphs. I further understand that these opportunities will not be valid until this agreement is signed and my check has been issued to and accepted by the City of Colonial Heights. As a sponsor, I agree to provide digital artwork for all promotional advertising.

**Please send this completed agreement with check made payable to
City of Colonial Heights:**

Colonial Heights Recreation and Parks
Attn: Back-to-School Festival
PO Box 3401
Colonial Heights, VA 23834

Investment Payment and Reservations: (Make checks payable to City of Colonial Heights)

- A check is attached.
- I will be sending a check
- I would like to pay by Visa/Master Card/American Express (please call to pay by card)

Volunteer Information: Does your organization wish to volunteer on the day of the event?

- Individuals volunteering must be at the Colonial Heights Soccer Complex by 5 pm.
- My organization will have _____ volunteers on the day of the festival