



# Reyes Adobe Days 2017 Sponsorship Packet

October 12, 13, 14, & 15 2017



*City of Agoura Hills  
Department of Community Services*

Agoura Hills Recreation & Event Center  
29900 Ladyface Ct.  
Agoura Hills, CA 91301

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***13<sup>th</sup> Annual Reyes Adobe Days***  
**SPONSORSHIP OPPORTUNITIES**  
***October 12-15, 2017***

*What is Reyes Adobe Days?*

Reyes Adobe Days is the premiere special event for the City of Agoura Hills. RAD is a multi-day community celebration highlighting history, culture, and the arts, by offering eclectic music and entertainment, and hands-on educational activities for children, while showcasing the Historic Reyes Adobe, which was originally built in the 1850s.

Reyes Adobe Days fosters a greater appreciation and exposure for the arts with the Art Scene, including a fine art gallery of local artists, jewelry and other hand-made items for sale at Artisan's Row, and a Student Art Exhibit recognizing the young artists in the community.

Reyes Adobe Days offers fundraising and community service opportunities for local schools, non-profit organizations, students, and service clubs.

**Reyes Adobe Days attracts an estimated 15,000 attendees throughout the four days of events & activities**

*Why Sponsor Reyes Adobe Days?*

- ♦ **Advertising.** Logos and sponsor names receive great exposure locally and regionally through print, radio, tv, and website media. Face-to-face interaction with the public is included in selected sponsor packages.
- ♦ **Increased Patronage.** Businesses in small towns have the opportunity to earn loyalty from residents by supporting the community.

*Sponsorship Menu*

**Title Sponsor - Call for Inquiry.** Industry exclusivity; Main Entertainment Stage naming rights; Logo and name in title position on all RAD marketing materials; Prominent Logo on entertainment schedule banner throughout the weekend.

Promotional item give-away with logo to attendees; Named as title sponsor on television commercial on AHTV and on all radio spots; Eight (8) complimentary tickets to the Night at the Adobe & Beer Tasting Event, and more. Plus, all benefits listed below.

**RAD Co-Sponsor - \$2,000.** Booth space at Reyes Adobe Days; Logo on large banner hung at the main event; Large logo on all RAD marketing materials including local newspaper advertisements; Logo and link on City website; Named as RAD Co-Sponsor on radio announcement and AHTV, Six (6) complimentary tickets to the Night at the Adobe & Beer Tasting Event. Plus, all benefits listed below.

**RAD Donor - \$500.** Small logo on banner hung at the main event; logo on City website; Two (2) complimentary tickets to the Night at the Adobe & Beer Tasting Event.

**All sponsor packages are subject to adjustments based on negotiations between sponsor and staff.**

**Please contact Nick Newkirk to inquire or schedule a sponsorship meeting @ (818) 597-7325 or email@ nnewkirk@ci.agoura-hills.ca.us.**