

February 2016

Dear Prospective Sponsor,

The City of Sunnyvale proudly announces the 31st annual Hands on the Arts Children's Art Festival will take place on Saturday, May 21, 2016. We are cordially inviting you to participate this year as an event sponsor.

The Hands on the Arts Festival is the largest special event hosted by the City of Sunnyvale, with an annual attendance of more than 3,500 children and adults supported by 200 community volunteers. This all-day event offers more than 30 booths where children can try their hands at different art forms. Only the best local professional artists are selected to lead a wide variety of arts and craft projects at each booth including specialized art forms, such as Indian rangoli and Japanese brush painting. In addition, the festival offers a family-friendly outdoor entertainment stage, as well as interactive roving performers and a food court. On average, families **spend about 4.5 hours at the festival** and each child makes 11 projects to take home. All supplies are included in the nominal per-child admission fee. (Adults and non-participating children are free.)

This high quality event is dependent on the support of businesses like yours. As an event sponsor, your company will gain great visibility and valuable exposure, by advertising with the City of Sunnyvale to reach your target audience utilizing this unique marketing channel. Whether your budget allows you to sponsor an entire event or a portion, every contribution is meaningful and appreciated. Like donations to non-profit organizations, donations to City of Sunnyvale are tax-deductible.

I would love to discuss the many sponsorship levels available with you. Please call or email me to schedule a meeting to discuss how we can help you reach Sunnyvale families through your participation in this Sunnyvale tradition.

Cordially,

Michele-Bridget Ragsdale

Michele-Bridget Ragsdale
Community Services Coordinator II, Arts & Marketing
Hands on the Arts Festival, Chair
mragdale@sunnyvale.ca.gov
(408) 730-7338
HandsontheArts.inSunnyvale.com



HANDS ON THE ARTS



FESTIVAL OVERVIEW

Held at the Sunnyvale Community Center, the festival stretches across the entire campus including the iconic fountain pond, courtyard, Creative Arts Center and neighboring buildings. This one-of-a-kind event, offers something for children of all ages including more than 30 workshop booths, a main stage and a food and beverage courtyard. 3,500+ festival attendees enjoy and participate in unique, interactive art forms from diverse cultures in a variety of media, live family-friendly entertainment by professional artists and local children's performing groups, interact with live animals at the petting zoo, participate in turning a car into an artistic masterpiece and much more.



HISTORY OF THE FESTIVAL

The Hands on the Arts Festival originated in 1985 to further family involvement throughout the community by exciting our area youth's senses and creativity through hands-on arts activities. The primary focus of the festival is to provide participants a "hands-on" experience with fine arts; to raise an appreciation and awareness of the fine arts; to demonstrate the talent and ability of our community's youth; and to create a visible, broad-based event adhering to the City vision.



WHO BENEFITS?

Our audience encompasses a broad range of ages, socio-economic backgrounds, cultures and ethnicities. The majority of the festival's visitors reside in City of Sunnyvale and its neighboring cities. In addition, the festival provides an in-depth, community volunteer program that attracts a diverse group of more than 200 people of all ages, some over 80 years young! We believe that by investing in our children today, we prepare for a better tomorrow.



CITY OF SUNNYVALE COMMUNITY SERVICES DIVISION

- Our goal is to improve the quality of life for the residents of Sunnyvale by providing a variety of quality recreation programs, activities, special services and community events.
- Every year the Division organizes, implements, and operates our signature special event that the community has come to know and love. To continue this 30+ year tradition, it is imperative to utilize innovative solutions and build partnerships with local businesses and individuals to garner support.
- The City of Sunnyvale Community Services Division has set a challenging, yet attainable annual fundraising goal of \$22,000 to help subsidize Hands on the Arts special event.

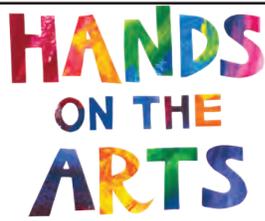


BENEFITS OF GIVING

- **ADVERTISING.** Logos and sponsor names receive great exposure locally and regionally through print, social media and online media. Plus, receive face-to-face interaction with the public in some sponsor levels.
- **INCREASED PATRONAGE.** Businesses have the opportunity to earn loyalty from residents by supporting the community. Name and brand recognition can yield higher visitor and resident traffic.
- **TAX SAVINGS.** You may be able to substantially reduce your tax liability, while improving our city and becoming an integral part of our continued community development efforts. Please check with your tax advisor for details.
- **BUILDS COMMUNITY PRIDE.** Experts agree that hometown pride is a critical factor in the development and improvement of any community. Residents with pride are more likely to speak positively about their City to others and to volunteer with organizations that support the common good.

SPONSORSHIP AND DONATION OPPORTUNITIES

- **CASH SPONSORSHIP.** Reap the highest benefits including advertising, face-to-face interaction and high-level recognition. The sponsorship packages available were created to meet your company's specific needs, target markets and special interests.
 - **CASH DONATION.** A charitable contribution that you can specify to support Hands on the Arts, or leave it up to the Community Services Division to determine where the highest need exists. Cash donations are generally intended to be a gift, where there is no desire for advertising or high-profile marketing in return of the donation.
 - **IN-KIND DONATION.** A gift of something of value, other than cash, that is a determined need for a specific program or service. Examples include supplies, towing service, car to paint for the day, entertainment services, equipment, printing services, food for volunteers, uniforms and trophies.
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Sponsorship Levels

Helping Hands	Jazz Hands	Thumbs Up	High Five	Round of Applause	Standing "O"
\$100 or in-kind	\$500	\$1,000	\$2,500	\$5,000	\$10,000

Title sponsor recognition for Hands on the Arts Festival.						
Logo on 40 ft. Festival banner displayed on Wolfe Rd./El Camino Real (for at least two weeks reaching 32,000 cars daily).						
Title sponsorship recognition announcement from Festival stage by Festival representative.						
Complimentary Festival wristbands (Quantity given: 15 wristbands - Standing "O" level or 10 wristbands - Applause level)						
Logo recognition on Festival stage and on signage posted within festival site to be provided by the Festival.						
Logo included in all Festival publicity including Activity Guide (25,000 distribution), Festival poster, digital media and email newsletter.						
Inclusion in all pre and post Festival promotional materials including social media and press releases.						
Logo included on official Festival re-usable shopping bag (given to all participants) and T-shirt (artists, volunteers and sponsors).						
10' x 10' booth (Standing "O" and Applause levels) or canopy (High Five level) with table and two chairs to promote your business.						
Hyperlinked logo or listing on Festival webpage (<i>HandsontheArts.inSunnyvale.com</i>) and Facebook event page.						
Logo recognition on signage posted within the Festival (at various activity areas) - provided by the Festival.						
Company name listing on Festival signage located on poster at Festival entry points.						
Company name listing on Festival webpage (<i>HandsontheArts.inSunnyvale.com</i>).						
Name Listing in Festival program and on signage posted at the Community Center lobby and/or activity area.						

To ensure appropriate recognition, please make your sponsorship commitment with payment by April 15, 2016. For sponsors at \$2,500 level or above, please provide an electronic, high resolution copy of your logo (300 dpi) by same date.

BE PART OF YOUR COMMUNITY

HANDS
ON THE
ARTS

BECOME A SPONSOR TODAY!





SPONSORSHIP COMMITMENT FORM

Your support of this event will help provide hands-on, fine arts activities for children and their families in Sunnyvale. It will also develop an awareness of the fine arts; demonstrate the talent and ability of our community's children; and create new experiences for children who are not exposed to the arts. We hope you will support this 30 year old tradition.

THIS FORM IS DUE BY APRIL 15, 2016

Contact Person:		
Company Name:		
Address:		
City:	State:	Zip:
Email:	Phone: () -	

SPONSORSHIP LEVEL - Please select your sponsorship level.

Standing "O" Sponsor \$10,000	Round of Applause Sponsor \$5,000	High Five Sponsor \$2,500	Thumbs Up Sponsor \$1,000	Jazz Hands Sponsor \$500	Helping Hands Sponsor \$100
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PAYMENT INFORMATION

- To ensure appropriate sponsorship recognition, please make your sponsorship commitment with payment by April 15, 2016.
- For sponsors at the \$2,500 level or above, please provide an electronic, high resolution copy of your logo (300 dpi) by same date.

Please make your donation check payable to the City of Sunnyvale and send with this form to:

City of Sunnyvale Community Services Division
 Attn: Michele-Bridget Ragsdale, Arts & Marketing
 P.O. Box 3707
 Sunnyvale, CA 94088-3707

AGREEMENT: The City of Sunnyvale agrees to provide services as outlined in the sponsorship proposal. The undersigned agrees to the commitment to sponsor the Hands on the Arts event. In addition, the undersigned waives and releases all rights and claims that might be held against the City of Sunnyvale, its duly elected officials and its employees to save and hold harmless the City from losses, damages or injuries. Acceptance of the undersigned sponsorship is an opportunity to market their business and support of the community. Acceptance of your sponsorship is not to be construed as an endorsement of your business.

Authorized Signature for Sponsor: _____ Date: ____/____/____

Questions? Contact:
 Michele-Bridget Ragsdale
 Community Services Coordinator II
 mragdale@sunnyvale.ca.gov • (408) 730-7338



City of Sunnyvale
 Community Services Division
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