Dear Prospective Sponsor,

For the first time in its 30-year history, the City of Sunnyvale's Hands on the Arts children's art festival is inviting local businesses to partner as sponsors. With its annual attendance of 1,500+ children ages 3-12 and their parents and grandparents, this is an excellent opportunity for your company to reach families in and around Sunnyvale. There are many sponsorship levels available, and I would love to discuss the options with you.

The Hands on the Arts festival is an all-day event held annually the third Saturday in May at the Sunnyvale Community Center. It is largest special event produced by the City of Sunnyvale.

Hands on the Arts features more than 30 workshop booths where children can try their hands different art forms. Professional artists are selected through a competitive jurying process to lead workshops using a wide variety of arts and craft materials and techniques, as well as music and dance. Many of the workshops introduce children to unique art forms from different cultures, such as Indian rangoli, Chinese silk knotting, Japanese brush painting and Mexican folklorico dancing. All supplies are included in the nominal per-child admission fee. (Adults and non-participating children are welcome at no charge.)

On average, families **spend about 4 hours at the festival** and each child makes and takes home 11 projects.

The festival's outdoor stage features family-friendly entertainment all day and roving performers add to the festive atmosphere. There is also a small food court near the stage, typically with about four vendors, selling a variety of healthy, kid-friendly foods. Many families take a break during their day to enjoy lunch or a snack and watch the performances.

This is a wonderful event, but it requires months of advance preparation and more than 200 community volunteers on event day. More than half of the volunteers are local high school students, many of who fondly remember attending this festival as children.

We welcome both in-kind sponsors to provide the goods and services that we need to make this event happen (such as art supplies, event furniture rental, pizza lunch for the volunteers) and financial sponsors to offset the City's costs. Like donations to non-profit organizations, donations to local governments are tax-deductible, and we can provide a receipt for your contribution.

ADDRESS ALL MAIL TO: P.O. BOX 3707 SUNNYVALE, CALIFORNIA 94088-3707
TDD (408) 730-7501
Printed on Recycled Paper

Perhaps more importantly, though, Hands on the Arts can provide your organization with outstanding visibility among our target demographic and City-wide. All sponsors will be listed on signage at the event, as well as on the event website and Sunnyvale Activity Guide, with a circulation of approximately 24,000.

At $500 and up, sponsors will be named on the event program given to each participating family, on t-shirts worn by the artists and volunteers and on souvenir tote bags available for purchase at the event and given free to participants purchasing online in advance. At $1000 and up, sponsors also will be allowed to display their own banners at the event, have their names announced throughout the day from the main stage and be given link backs from the event website. At $2,500 and up, sponsors logos will be included in advertising and recognition listings, and sponsors will have an opportunity to distribute a flyer, coupon or sample near the main information and ticket booth located at the center of the festival grounds, near the stage. For our very top level sponsors, $5000 and up, we will design a unique product placement opportunity or entertainment feature.

In order for sponsors to be appropriately recognized on all printed materials, sponsorship agreements must be finalized by April 16, 2015.

I will call you next week to see if you would like to set up a meeting to discuss how we can help you reach Sunnyvale families through your participation in this Sunnyvale tradition. Please feel free to pass my contact information along to other business owners who might be interested in this new opportunity to partner with the City of Sunnyvale and reach local families at Hands on the Arts.

Cordially,

Tegan McLane
Community Services Manager, Arts & Marketing
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(408) 730-7725
HandsontheArts.inSunnyvale.com

City of Sunnyvale – Arts & Marketing Unit
550 East Remington Drive, P.O. Box 3707
Sunnyvale, CA 94088

30th Annual Hands on the Arts Children's Art Festival
Sponsorship Levels and Benefits

1. **Masterpiece Sponsor - $5,000+ Level:**
   - Unique Product Placement Opportunity or Entertainment Feature.
   - Customized On-Site Activation Opportunity, such as the opportunity to distribute a flyer or coupon or sample near the information booth.
   - Sponsor's logo will be prominently included on pre-event advertising, including event poster, flyer, Activity Guide, direct email to individuals and schools, and media buys.
   - Sponsor's logo will be included on event Web site, with link back.
   - Sponsor's logo will be prominently included on the cover of the event program (1,500 distributed).
   - Sponsor's logo will be prominently displayed in signage at the event, including at the information booth, outdoor stage and on staff golf cart fleet.
   - Sponsor's logo will be prominently displayed on volunteer and artist T-shirts (250) and participant bags (1500).
   - Sponsor may provide for display a small banner (maximum 8′ wide x 4′ tall). Sponsor will be given opportunity to select banner location from list of locations. Larger banner may be possible for certain display locations.
   - Sponsor's name will be announced by emcee from the stage throughout the event.
   - Sponsor may provide volunteers from its organization to work at the event, provided volunteers successfully pass fingerprint background check.
   - Ten complimentary wristbands.
   - Sponsor's logo will be included in post-event recognition in an Activity Guide advertisement (22,000 distributed) and on Web site.

2. **Portrait Sponsor - $2,500+ Level:**
   - Customized On-Site Activation Opportunity, such as the opportunity to distribute a flyer or coupon or sample near the the information booth.
   - Sponsor's logo will be included on pre-event advertising, including event poster, flyer, Activity Guide, direct email to individuals and schools, and media buys.
   - Sponsor's logo will be included on event Web site, with link back.
   - Sponsor's logo will be included on the cover of the event program (1,500 distributed).
   - Sponsor's logo will be displayed in signage at the event, including at the information booth and outdoor stage.

- Sponsor's logo will be displayed on volunteer and artist T-shirts (250) and participant bags (1500).
- Sponsor may provide for display a small banner (maximum 8′ wide x 4′ tall). Sponsor will be given opportunity to select banner location from list of locations. Larger banner may be possible for certain display locations.
- Sponsor's name will be announced by emcee from the stage throughout the event.
- Sponsor may provide volunteers from its organization to work at the event, provided volunteers successfully pass fingerprint background check.
- Five complimentary wristbands.
- Sponsor's logo will be included in post-event recognition in an Activity Guide advertisement (22,000 distributed) and on Web site.

3. **Landscape Sponsor - $1,000+ Level:**
   - Sponsor's name will be included on event Web site, with link back.
   - Sponsor's name will be included on the cover of the event program (1,500 distributed).
   - Sponsor's name will be displayed in signage at the event, including at the information booth and outdoor stage.
   - Sponsor's name will be prominently displayed on volunteer and artist T-shirts (250) and participant bags (1500).
   - Sponsor may provide for display a small banner (maximum 8′ wide x 4′ tall).
   - Sponsor's name will be announced by emcee from the stage throughout the event.
   - Sponsor may provide volunteers from its organization to work at the event, provided volunteers successfully pass fingerprint background check.
   - Three complimentary wristbands.
   - Sponsor's name will be included in post-event recognition in an Activity Guide advertisement (22,000 distributed) and on Web site.

4. **Sketchbook Sponsor - $500+ Level:**
   - Sponsor's name will be included on the cover of the event program (1,500 distributed).
   - Sponsor's name will be displayed in signage at the event, including at the information booth, and outdoor stage.
   - Sponsor's name will be prominently displayed on volunteer and artist T-shirts (250) and participant bags (1500).
   - Sponsor may provide volunteers from its organization to work at the event, provided volunteers successfully pass fingerprint background check.
   - One complimentary wristband.
   - Sponsor's name will be included in post-event recognition in an Activity Guide advertisement (22,000 distributed) and on event Web site.

5. **Finger-painting Sponsor - <$500 Level:**
   - Sponsor's name will be displayed in signage at the event. If sponsor has made an in-kind donation, signage will be adjacent to the item donated.
   - Sponsor's name will be included in post-event recognition in an Activity Guide advertisement (22,000 distributed) and on event Web site.

City of Sunnyvale – Arts & Marketing Unit
550 East Remington Drive, P.O. Box 3707
Sunnyvale, CA 94088

30th Annual Hands on the Arts Children's Art Festival
Sponsorship Commitment

Please select your sponsorship level.

_____ Masterpiece Sponsor - $5,000+

_____ Portrait Sponsor - $2,500+

_____ Landscape Sponsor - $1,000+

_____ Sketchbook Sponsor - $500+

_____ Finger-painting Sponsor – Under $500

Company Name: _____

Contact Person: _____ Title_____

Address: _____

Email: _____

Phone: _____Website: _____

Signature: _____

Your signature above indicates a commitment to sponsor this event. Your sponsorship is an opportunity to market your business and support the community. **Acceptance of your sponsorship is not to be construed as an endorsement of your business.**

In order to ensure you received appropriate sponsorship recognition, please make your donation by April 16, 2015. For sponsors at the $2500 or above, please provide an electronic copy of your logo by April 16. For sponsors at the $1000 level or above who wish to display an 8' x 4' banner, please deliver banner by May 8.

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

City of Sunnyvale
Attn: Tegan McLane, CS Manager, Arts & Marketing
P.O. Box 3707
Sunnyvale, CA 94088-3707