



*Live the Dream Foundation
Of Silicon Valley*

“EPA Juneteenth Multi-Cultural Festival”

Sponsorship Opportunities

**P.O. Box 611573
San Jose, Ca. 95133
(408) 605-4481 Direct
(408) 258-7367 Fax
FEIN 77-0430882**

Friends, Supporters and Fellow Constituents;

The Live the Dream Foundation is honored to be the host for the First EPA Juneteenth Multi-Cultural Festival; therefore we're interested in having your organization's support and or participation in the First EPA Juneteenth Multi-Cultural Festival.

This year's event will promote "**Unifying of Our Community**". In as much as the City of East Palo Alto is a city where there is an abundant of ethnic cultures it is only fitting this year's EPA Juneteenth Multi-Cultural Festival represent the diversity of the City of East Palo Alto.

The celebration of Juneteenth represents the state of Texas, being the last bastion of slavery, acknowledging the Emancipation Proclamation (of Jan. 1 1863) on June 19, 1865 it henceforth began Civil Rights Era for all Humankind.

The freeing of the slaves lead to the Civil Rights Act of 1866 which eventually led to Congress to passing the Civil Rights Act of 1964 which was the landmark piece of legislation which outlawed all major forms of discrimination against blacks and women, including racial segregation and its duty to guarantee all citizens equal protection of the laws under the Fourteenth Amendment.

This year's unique festival will host a program of cultural activities which will be highlighted by exhibitors of cultural entertainment, ethnic culinary foods, social activities and nonprofit organizations providing resources to their respective communities.

We are actively seeking Sponsors, Donations, Volunteers, Food and Commercial Vendors, Entertainers and Performers and Nonprofit Organizations for involvement in this truly very unique Multi-Cultural Festival.

Please find attached a number of forms indicating ways you may become involved and show your support of this first of a kind event. For further information please do not hesitate to contact me.

Respectfully,

Lavell F. Pennington, Jr.

Lavell F. Pennington, Jr.
Executive Director
Live the Dream Foundation of Silicon Valley

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Live the Dream Foundation of Silicon Valley

Event Sponsorship Opportunities

Presenting Sponsor – Featured at all Live the Dream Foundation Events whereupon your Corporation name is featured as the official sponsor i.e. “Your Corporation Name” presents... Live the Dream Foundation Events. All event ads, press releases, website, program schedules, flyers, posters, T-shirts, program booklets, radio and/or television mentions and any and all other promotional products, will feature your Corporation name as the ***Presenting Sponsor*** throughout the 2011 and 2012 events.

\$10,000.00 to \$25,000.00

- Category Exclusivity;
- Corporation identification on all pre and post event advertising;
- Corporation identification listing on the event invitations as the ***Presenting Sponsor***;
- Event signage opportunities at all events;
- VIP Tent
- Pre-event meeting and photo ops with the Event Headliners;
- Public address opportunities to all events;
- Website ad banner with link to Corporation home page;
- Newsletter and Email Blast listing as ***Presenting Sponsor***;
- Full page color ads on the back cover of the Live the Dream Foundation program booklet; additionally the front cover will reflect your Corporation as ***Presenting Sponsor***.
- The right to exploit all Live the Dream Foundation events in the media for corporation’s own advertising;
- The first right of refusal to re-sign as ***Presenting Sponsor*** for the following year’s Live the Dream Foundation events;
- **A \$2,500.00 Scholarship awarded in your Corporation’s name to be presented by a Corporation representative at a designated Live the Dream Foundation Event.**

Event Title Sponsor – Officially feature “Your Corporation Name” as Event Title Sponsor of designated event. Additionally your Corporation’s banner will be featured as part of the backdrop of the designated event. All ads, press releases, website, program schedules, flyers posters T-shirts & radio mentions and program booklets will feature your Corporation name as the ***Event Title Sponsor***.

\$5,000.00 to \$10,000.00

- Event Exclusivity;
- Corporate identification on all pre and post event advertising;
- VIP Tent
- Event signage opportunities at designated event;
- Public address opportunity with the event audience;
- Pre-event meeting and photo op with Event Headliners;
- Stage Acknowledgements at the designated event;
- Website ad banner with link to Corporation home page;
- Newsletter and Email Blast listing your Corporation as ***Event Title Sponsor***;
- Front Cover Listing and a full page color ad on the inside back cover or back cover in the event of no Presenting Sponsor of the event program booklet;
- The right to exploit the designated event in the media for the corporation’s advertising;
- The first right of refusal to re-sign event title sponsorship package for the following year’s event.
- **A \$1,000.00 Scholarship awarded in your Corporation name to be presented by your Corporation Representative at the Designated Event.**

Platinum Sponsor – Officially feature “Your Corporation Name” as a Platinum Sponsor of a designated event. Additionally your Corporation’s banner will be featured as part of the backdrop of the designated event. All ads, press releases, website, program schedules, flyers posters T-shirts & radio mentions and program booklets will feature your Corporation name as the ***Platinum Sponsor***”.

\$1,000.00 to \$5,000.00

- Corporate identification on all pre and post event advertising;
- VIP Tent
- Event signage opportunities at designated event;
- Public address opportunity with the event audience;
- Pre-event meeting and photo op with Event Headliners;
- Stage Acknowledgements at the designated event;
- Website ad banner with link to Corporation home page;
- Newsletter and Email Blast listing your Corporation as ***Platinum Sponsor***;
- A full page color ad in the event program booklet ;
- The right to exploit the designated event in the media for the corporation’s advertising;
- **A \$100.00 to \$500.00 Scholarship awarded in your Corporation name presented by your Corporation Representative at the Designated Event.**

Banner Sponsor – Your Corporation banner will be used as part of the backdrop to be displayed at the event. Website and program booklet will feature your Corporation name.

\$500.00 to \$1,000.00

- Event banner signage at individual designated event;
- Website link to Corporation home page;
- Email Blast listing as individual banner event sponsor;
- A full page ad in the event program booklet;
- The right to exploit the Live the Dream Foundation designated event in the media for corporation’s own advertising.

Product Contributions – Your products will be part of the raffles or prize giveaways at the event. Website and program booklet will feature your Corporation name. **\$250.00 or Above**

- Website link to Corporation home page;
- Newsletter and Email Blast listing as event contributor;
- A full page ad in the event program booklet;
- The right to exploit the Live the Dream Foundation designated event in the media for corporation’s own advertising.

Event Volunteers – Your volunteers will be used as part of the backdrop identified at the event. Website and program booklet will feature your Corporation name.

10 or more Volunteers

- Website link to Corporation home page;
- Newsletter and Email Blast listing as event contributor;
- A full page ad in the event program booklet;
- The right to exploit the Live the Dream Foundation designated event in the media for corporation’s own advertising.

Potential results of sponsor's involvement:

- Increased community awareness;
- Build corporate database;
- Maintain a strong presence in the community year round through Pre and Post promotional events, newsletters, and etc;
- Consumer/brand visibility among target audiences;
- Satisfy Corporate Goodwill and meet your Community Investment Act requirements (CRA);
- Strengthen consumer intent to use your Corporation services/resources through event involvement and distribution collateral.

Live the Dream Foundation Event Attendance Demographics:

Average House Hold Income \$35,000.00 +

Attendees		Percentage (%)
Age Range		
2-18		25%
19-39		30%
40-54		30%
55 and older		15%
Gender		
Female		60%
Male		40%
Education Levels		
K – 8		10%
High School		15%
GED and Undetermined		20%
College		55%
Ethnicity		
African American		35%
Asian, Hispanic, Pacific Islanders and other Cultures of Color		40%
Caucasian		25%

(Estimated Annual Attendance – 1500 to 5000)