



Potential Community Sponsor,

The Cordova Recreation & Park District (CRPD) is an independent, special park district within the County of Sacramento. Formed in 1958, CRPD has since grown to include more than 40 parks & facilities and over 600 acres. While we primarily serve communities within the City of Rancho Cordova, our borders extend further out encompassing the unincorporated areas of Sacramento County including Larchmont, Rosemont, Mather, Gold River and Anatolia areas. Because CRPD's boundaries cover such a large area, we are in a unique position to work with a variety of organizations not only in Rancho Cordova but in other areas of Sacramento County.

The Cordova Recreation and Park District (CRPD) would like to invite you to become a sponsor for one of our upcoming community-wide events. This is a great opportunity for businesses looking for ways to reach new, loyal and active customers. By partnering with CRPD you can increase your business exposure within the community and can enhance your customer base. It is only with the support of businesses like yours that we are able to provide high quality programs to the community.

Enclosed you will find more information regarding upcoming events and sponsorship opportunities. If you have any questions or concerns, please do not hesitate to contact me at [hscelske@crpd.com](mailto:hscelske@crpd.com) or (916) 366-3133 ext. 3403.

Sincerely,

A handwritten signature in blue ink that reads "Heather Schelske".

Heather Schelske, Recreation Supervisor II  
Cordova Recreation & Park District  
Neil Orchard Senior Activities Center  
(916) 366-3133 ext. 3403  
[hscelske@crpd.com](mailto:hscelske@crpd.com)



## Community Events Sponsorship Opportunities



### 2019 Polar Bear Plunge & Pancake Breakfast

**Date:** Saturday, January 5, 2019

**Location:** Lincoln Village Community Pool  
& Neil Orchard Senior Activities Center

**Target Audience:** Families, youth, teens, adults and seniors

**Anticipated Attendance:** 50+

**Event Profile:** Dress up in your wildest costume and take the plunge at CRPD's annual Polar Bear Plunge. Warm up afterwards with free refreshments. A pancake breakfast will be sold inside the Senior Center.



### Hoppin' & Huntin' at Hagan

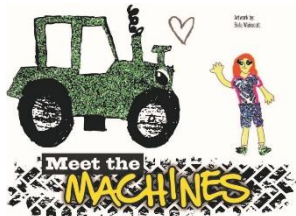
**Date:** Saturday, April 20, 2019

**Location:** Hagan Community Park

**Target Audience:** Families and youth

**Anticipated Attendance:** 1,300

**Event Profile:** FREE Egg Hunt for ages 10 and under. Tons of activities including contests and prizes, inflatable houses for kids, games, music and fun for the whole family.



### Meet the Machines

**Date:** Saturday, May 11, 2019

**Location:** Hagan Community Park

**Target Audience:** Families and youth

**Anticipated Attendance:** 2,500

**Event Profile:** Children of all ages have the opportunity to touch, climb on and explore an expanse of exciting machines and unique vehicles.



### Party in the Park

**Date:** Friday, July 19, 2019

**Location:** Lincoln Village Park & Community Pool

**Target Audience:** Families, youth, teens, adults and seniors

**Anticipated Attendance:** 500+

**Event Profile:** Join us for a fun summer evening in the park with giveaways, music and vendors. Lincoln Village Pool will be open to the public for a free family swim night. Enjoy a variety of food and drinks from our vendors.



### **Doggie Day in the Park**

**Date:** Saturday, September 21, 2019

**Location:** Hagan Community Dog Park

**Target Audience:** Pet lovers – families, youth, teens, adults and seniors

**Anticipated Attendance:** 200+

**Event Profile:** This interactive, fun-filled day is designed especially for dogs and the people who love them. This event features resource and information booths, an agility obstacle course, and other contests and prizes.



### **Mad Hatter's Tea Party**

**Date:** Saturday, October 5, 2019

**Location:** Neil Orchard Senior Activities Center

**Target Audience:** Families, youth, teens, adults and seniors

**Anticipated Attendance:** 80+

**Event Profile:** Don't be late for this very important date! Take a journey down the rabbit hole and join us for a Mad Hatter tea party.



### **Halloween at Hagan**

**Date:** Saturday, October 26, 2019

**Location:** Hagan Community Center

**Target Audience:** Families and youth

**Anticipated Attendance:** 1,200+

**Event Profile:** Enjoy a night of Halloween fun with games, activities, a maze, haunted room, prizes and much more. Trunk or Treat with local organizations along the spooky path leading up to the Hagan Community Center



### **Breakfast with Santa**

**Date:** Saturday, December 14, 2019

**Location:** Neil Orchard Senior Activities Center

**Target Audience:** Families, youth (ages 0-10 years)

**Anticipated Attendance:** 200+

**Event Profile:** Bring the entire family for pancakes, sausage and refreshments! Stop by the holiday craft fair for some last-minute Christmas shopping or bring the kids to visit Santa Claus to share Christmas wishes and take a picture. There will be a craft area for children to work on a special holiday project.



## Community Events Sponsorship Levels

*In lieu of a monetary sponsorship, we will accept donations of raffle gift baskets, entertainment or services.*

### Gold Title Sponsor - \$1,000 per event

- Large logo in Recreation Guides\*
- Recognition in marketing materials\*\*
- Marketing communication\*\*\*
- Booth space at the event in a prime location for best visibility and exposure to crowd (CRPD will provide table and chairs)
- Recognition at event on sponsor banner

### Silver Event Sponsor - \$500 per event

- Medium-sized logo in Recreation guides\*
- Recognition in marketing materials\*\*
- Marketing communication\*\*\*
- Booth space (sponsor provides table, tent and chairs)
- Recognition at event on sponsor banner

### Bronze Small Event Sponsor - \$350 per event

- Smaller logo or just name in Recreation guides\*
- Recognition in marketing materials\*\*
- Marketing communication\*\*\*
- Booth Space (sponsor provides table, tent and chairs)
- Recognition at event on sponsor banner

\* Recreation guides are mailed to 48,000 homes, placed in all of CRPD facilities and distributed at community events that CRPD is present

\*\* Recognition in marketing materials (sponsor must supply CRPD with high-resolution company logo)

- Marketing materials **may** include the following that CRPD produces:
  - Post card / event flyer
  - Social media
  - E-mail blasts/newsletters
  - Press releases

\*\*\* Marketing communication

- Marketing communication to the following community venues is **not guaranteed** but submitted to:
  - Local community calendars
  - Press releases to community news and electronic publications



**Community Events Sponsorship Agreement Form**

**Mail completed forms to: CRPD, Attn: Heather Schelske, 3480 Routier Rd, Sacramento, CA 95827**

Company/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone: (\_\_\_\_\_) \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Sponsored Event(s):**

**2019 Polar Bear Plunge (Saturday, January 5, 2019):**

Gold Title Sponsor       Silver Event Sponsor       Bronze Event Sponsor

**Hoppin' & Huntin' at Hagan (Saturday, April 20, 2019):**

Gold Title Sponsor       Silver Event Sponsor       Bronze Event Sponsor

**Meet the Machines (Saturday, May 11, 2019):**

Gold Title Sponsor       Silver Event Sponsor       Bronze Event Sponsor

**Party in the Park (Friday, July 19, 2019):**

Gold Title Sponsor       Silver Event Sponsor       Bronze Event Sponsor

**Doggie Day in the Park (Saturday, September 21, 2019):**

Gold Title Sponsor       Silver Event Sponsor       Bronze Event Sponsor

**Mad Hatter's Tea Party (Saturday, October 5, 2019):**

Gold Title Sponsor       Silver Event Sponsor       Bronze Event Sponsor

**Halloween at Hagan (Saturday, October 26, 2019):**

Gold Title Sponsor       Silver Event Sponsor       Bronze Event Sponsor

**Breakfast with Santa (Saturday, December 14, 2019):**

Gold Title Sponsor       Silver Event Sponsor       Bronze Event Sponsor

**PLEASE FILL OUT REVERSE SIDE OF THIS FORM**

**Community Events Sponsorship Agreement Form**

**Payment Method** (Please do not send cash)

**Check** (# \_\_\_\_\_) enclosed for \$ \_\_\_\_\_ (Check made out to CRPD)

**Credit Card (Mastercard, Visa, American Express): Total Amount to be charged:** \$ \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_ 3 Digit Code (on back) \_\_\_\_\_

**Agreement, Waiver and Release**

In consideration for being permitted by Cordova Recreation and Park District (CRPD) to participate in the above activity, I hereby waive, release, and discharge any and all claims for damages for personal injury, death, or property damage which may have, or which may hereafter accrue to me as a result of participation in said activity(ies). This release is intended to discharge in advance CRPD (its officers, employees, and agents) from any and all liability arising out of or connected in any way with my participation in said activity, though that liability may arise out of negligence or carelessness on the part of the persons or entities mentioned above. It is understood that this activity involves an element of risk and danger of accidents and knowing those risks I hereby assume those risks. It is further agreed that this waiver, release and assumption of risk is to be binding on my heirs and assigns. I agree to indemnify and to hold the above persons or entities free and harmless from any loss, liability, damage, cost, or expense which they may incur as a result of my death or any injury or property damage that I may sustain while participating in said activity.

**Photograph Note:** By signing this waiver, I understand that CRPD staff may photograph me and/or my minor children and that that District may use such photographs to promote District programs now and in the future. I expressly allow and hereby waive any objection to CRPD photographing me and/or my minor children when I and/or my minor children are participating in a CRPD recreation program. I understand that all photos will remain the property of Cordova Recreation & Park District.

**I HAVE CAREFULLY READ THIS AGREEMENT, WAIVER AND RELEASE AND FULLY UNDERSTAND ITS CONTENTS. I AM AWARE THAT THIS IS A RELEASE OF LIABILITY AND A CONTRACT BETWEEN THE ABOVE DISTRICT AND MYSELF AND I SIGN IT OF MY FREE WILL.**

**Authorized Signature for Sponsor:** \_\_\_\_\_ **Date:** \_\_\_\_\_