



Tax ID: 46-0500582

Dear Valued Community Partner,

I want to take this opportunity to introduce you to the Neil Orchard Senior Activities Center. Here at the center we promote an active lifestyle that focuses on exercise, nutrition and good health for active adults ages 50+ in the community. Being an active center of the Cordova Recreation and Park District (CRPD), we organize several events throughout the year. We are seeking community sponsors to help keep the cost of these events down for our senior participants. By partnering with the Neil Orchard Senior Activities Center, you can increase your business exposure within the community and can enhance your customer base. Please see below for more information on sponsorship opportunity levels.

Small Event Title Sponsor: \$200-\$450 (as noted next to event description)

- Logo in CRPD Recreation guides
- 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
- 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
- Booth space at the event in a prime location for best visibility and exposure to crowd (CRPD will provide table and chairs; sponsor responsible for all display and promotional material)
- Recognition at event on guests' tables

Small Event Title & Pamphlet Sponsorship: +\$150 in addition to Small Event Title Sponsorship

- Everything offered through the Small Event Title Sponsorship
- Larger logo placement in the CRPD Recreation guide
- 12 month Pamphlet Sponsorship
 - Designated 4"x 9" space on the Neil Orchard Senior Activities Center resource wall located in the front lobby (sponsor must provide 100 initial pamphlets and will agree to supply N.O.S.A.C. with additional pamphlets if needed)
 - All marketing materials must be approved by CRPD Marketing & Comms Specialist
 - Advertised goods or services must be within Sacramento County

Included with this letter is a listing of our sponsorship opportunities. All events are held at the Neil Orchard Senior Activities Center located at 3480 Routier Road, Sacramento, CA. 95827 (unless otherwise noted). We appreciate your consideration and look forward to hearing from you soon.

Best Regards,

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



Neil Orchard Senior Activities Center 2022 Small Event Title Sponsorship Opportunities

- **Senior Citizens Days: Wednesday, August 17, 2022**
Sponsorship Fee: \$250 **Expected Attendance: 60-80**
This day was created as a day to support, honor and show appreciation to our seniors.
- **Cheeseburger Day: Wednesday, September 14, 2022**
Sponsorship Fee: \$150 **Expected Attendance: 40-60**
Join us for a BBQ Cheeseburger! The sizzling fresh cheeseburger will be served with all the fixings, potato salad, fresh fruit and a beverage.
- **Halloween Party: Wednesday, October 26, 2022**
Sponsorship Fee: \$350 **Expected Attendance: 80-100**
Try your hand at games and contests and feast on all your favorite goodies.
- **Veterans Day Celebration: Wednesday, November 9, 2022**
Sponsorship Fee: \$450 **Expected Attendance: 100-125**
Show your appreciation for the men and women who served to keep America safe and free. Enjoy a delicious luncheon and slice of delicious apple pie a la mode.
- **Thanksgiving Feast: Wednesday, November 16, 2022**
Sponsorship Fee: \$400 **Expected Attendance: 100-125**
Come enjoy a traditional Thanksgiving with all the fixings as we gather and give thanks for another year.
- **Winter Wonderland: Wednesday, December 14, 2022**
Sponsorship Fee: \$350 **Expected Attendance: 100-125**
Unite together for a Christmas Feast and sing along to some Christmas carols.

PLEASE SEE REVERSE SIDE OF THIS FORM



Neil Orchard Senior Activities Center 2023 Small Event Title Sponsorship Opportunities

- **Lunar New Year Celebration: Wednesday, January 25, 2023**
Sponsorship Fee: \$350 **Expected Attendance: 80-100**
Celebrate the Lunar New Year with a delicious Chinese feast. Enjoy entertainment, games and door prizes and learn the history of this annual tradition.

- **St. Patrick's Day Celebration: Wednesday, March 15, 2023**
Sponsorship Fee: \$350 **Expected Attendance: 80-100**
Enjoy Homemade Corned Beef and cabbage as we celebrate St. Patrick's Day.

- **Volunteer Appreciation Celebration: Thursday, April 20, 2023**
Sponsorship Fee: \$450 **Expected Attendance: 100-125**
Our volunteers make the world a better place! Join us for a world of fun to celebrate our wonderful volunteers. Many local city, county and state dignitaries have attended this event in the past.

- **Senior Info Fair: Wednesday, May 24, 2023**
Sponsorship Fee: Bronze: \$100 Silver: \$200 Gold: \$300 **Expected Attendance: 100-300**
This free community event attracts over 100 seniors each year. Join us in bringing awareness to seniors and their families about local resources and services that are available to them.



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: _____

Would you like to add the Pamphlet Sponsorship for an additional \$150? _____ Yes _____ No

Sponsored Event(s): Please mark each event you would like to sponsor

- Senior Citizens Days: Wednesday, August 17, 2022 (\$250)
- Cheeseburger Day: Wednesday, September 14, 2022 (\$150)
- Halloween Party: Wednesday, October 26, 2022 (\$350)
- Veterans Day Celebration: Wednesday, November 9, 2022 (\$450)
- Thanksgiving Feast: Wednesday, November 16, 2022 (\$400)
- Winter Wonderland: Wednesday, December 14, 2022 (\$350)
- Lunar New Year Celebration: Wednesday, January 25, 2023 (\$350)
- Mardi Gras Party: Wednesday, February 22, 2023 (\$350)
- St. Patrick's Day Celebration: Wednesday, March 15, 2023 (\$350)
- Volunteer Appreciation Celebration: Thursday, April 20, 2023 (\$450)
- Senior Info Fair Wednesday, May 24, 2023
Bronze \$100 Silver \$200 Gold \$300

PLEASE FILL OUT REVERSE SIDE OF THIS FORM



Sponsorship Agreement Form (continued)

Payment Method (Please do not send cash)

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

Credit Card (Mastercard, Visa, American Express)

Cardholder Name: _____

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

AGREEMENT, WAIVER & RELEASE:

In consideration for being permitted by the Cordova Recreation & Park District to participate in the above-referenced activity, I hereby waive, release, and discharge any and all claims for damages for personal injury, death, or property damage which I may have, or which may hereafter accrue to me, as a result of participation in said activity. This release is intended to discharge in advance the District (including its officers, employees, volunteers, and agents) from any and all liability arising out of or connected in any way with my participation in said activity, even though that liability may arise out of active or passive negligence or carelessness on the part of the persons or entities mentioned above.

It is further agreed that this waiver, release and assumption of risk is to be binding on my heirs, administrators, executors, and assigns and that I shall indemnify and hold the Cordova Recreation & Park District (including its officers, employees, volunteers, and agents) free and harmless from any loss, liability, damage, cost, or expense which may arise out of or connected in any way with my participation in said activity.

Additionally, I fully understand that my participation in the above-referenced activity exposes me to the risk of personal injury, death, communicable diseases, illnesses, viruses, and/or property damage. I hereby acknowledge that I am voluntarily participating in this activity and agree to assume any such risks.

VIRTUAL CLASS RELEASE: I hereby warrant and agree, that the conditions of my environment are safe, free from obstructions, and are suitable for participation in the above-referenced activity. I further understand and agree that any material downloaded, viewed or otherwise obtained through my participation in said activity is done at my own risk and the District is not responsible for any loss, alteration, corruption or other damage to my personal property, including computers, networks and other property used as part of my participation.

PHOTOGRAPHIC RELEASE: I understand that photographs may be taken during this activity and hereby grant the District permission to use any such photo(s) for advertising or in promotional materials.

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

Authorized Signature for Sponsor: _____ **Date:** _____

Printed Name: _____