



## HALLOWEEN at Hagan

# Sponsorships

**Halloween at Hagan Community Park • Saturday, October 29 • 3 - 6 p.m.**

Cordova Recreation & Park District (CRPD) is excited to invite local businesses and organizations to sponsor our annual Halloween at Hagan event. This free community event attracts over 2,000 participants each year. Join us for a night of Halloween fun with trunk-or-treat, games, activities, a maze, haunted room, prizes and more!

### **Sponsorship Levels:**

There are four sponsorship levels to meet your budget and support your community in alignment with your business' goals, values and mission. Please see the following page for sponsorship benefits.

**Bronze: \$150-\$300**

**Silver: \$450**

**Gold: \$900**

**Platinum: \$1,300-\$1,800**

Please complete the enclosed sponsorship application form and mail with your payment to the address listed on the application. If you have any further questions or concerns, please contact Shelby Golden at 916-842-3318 or [sgolden@crpd.com](mailto:sgolden@crpd.com)

**THANK YOU FOR CHOOSING TO SPONSOR CORDOVA RECREATION & PARK DISTRICT!**





# Sponsorship Benefits

## BRONZE

**Sponsorship: \$150-\$300**

**(~10-15% of event costs)**

- Recognition in recreation guides\* for duration of sponsorship
- Acknowledgement in marketing materials\*\*
- Assisted marketing communication\*\*\*
- Recognition with sponsor banner, if space allows
- Free 15"x15" vendor booth space (canopy, table, chairs, etc. not included)

## SILVER

**Sponsorship: \$450**

**(~25% of event costs)**

- 1/16-page acknowledgement in recreation guides\* for duration of sponsorship
- Recognition in marketing materials\*\*
- Marketing communication\*\*\*
- Recognition with sponsor banner, if space allows
- Free 15"x15" vendor booth space (canopy, table, chairs, etc. not included)

## GOLD

**Sponsorship: \$900**

**(~50% of event costs)**

- 1/8-page acknowledgement in recreation guides\* for duration of sponsorship
- Recognition in marketing materials\*\*
- Marketing communication\*\*\*
- Recognition with sponsor banner
- Free 15"x15" vendor booth space (canopy, table, chairs, etc. not included)

## PLATINUM

**Sponsorship: \$1,300-\$1,800**

**(~70-100% of event costs)**

- 1/4-page acknowledgement in recreation guides\* for duration of sponsorship
- Recognition in marketing materials\*\*
- Marketing communication\*\*\*
- Recognition with sponsor banner
- Free 15"x15" vendor booth space (canopy, table, chairs, etc. not included)
- Five (5) free picnic/pavilion rentals per sponsorship year (value ~\$1,000)

\*Recreation guides are mailed to approximately 50,000 residences, placed in all CRPD facilities and some partner facilities and distributed at any community events that have a CRPD presence. Marketing materials must be received 4 weeks prior to publishing of Recreation Guide.

\*\*Sponsor must supply CRPD with high resolution company logo. Marketing materials may include, but are not limited to, the following: postcard/event flyer, social media, email blasts/newsletters, press releases.

\*\*\*Marketing communication to the following community venues is not guaranteed but submitted to: local community calendars (digital and print), press releases to community newspapers and electronic news publications, radio shout-out(s) (only applies to Platinum and Gold levels).



# Sponsorship Application

Halloween at Hagan Community Park • Saturday, October 29 • 3 - 6 p.m.

## IMPORTANT APPLICATION INFORMATION

- This application does NOT guarantee a sponsorship with Cordova Recreation & Park District
- All information must be completed or the application will not be accepted
- Provide a high resolution logo to [communications@crpd.com](mailto:communications@crpd.com) to be used in marketing materials
- Mail completed forms to CRPD, Attn: Shelby Golden, 2729 Prospect Park Drive, Suite 230, Rancho Cordova, CA 95670 or email completed forms to [sgolden@crpd.com](mailto:sgolden@crpd.com)
- Application deadline is Monday, October 17, 2022

## APPLICANT INFORMATION

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

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

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

Business Phone \_\_\_\_\_ Email \_\_\_\_\_

Non-Profit Tax ID (If Applicable) \_\_\_\_\_

Please provide a short description about your organization.

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APPLICATION CONTINUES ON NEXT PAGE

### FOR OFFICE USE ONLY

Date Application Received \_\_\_\_\_ Received By \_\_\_\_\_

Total Amount Recieved \$ \_\_\_\_\_ Spaces Reserved \_\_\_\_\_

Form of Payment  Credit Card  Check # \_\_\_\_\_





# Sponsorship Application (Continued)

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### APPLICANT INFORMATION (CONTINUED)

What are your organization's top three (3) values?

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Why sponsor Cordova Recreation & Park District?

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### PAYMENT

Sponsorship Level

- Bronze (\$150-\$300)  
Fill in amount: \_\_\_\_\_
- Silver (\$450)
- Gold (\$900)
- Platinum (\$1,300-\$1,800)  
Fill in amount: \_\_\_\_\_

Select Payment Method *(Please do not mail cash.)*

- Check # \_\_\_\_\_ enclosed for \$ \_\_\_\_\_ *(Check made out to CRPD)*
- Credit Card (all major credit cards accepted)

Cardholder Name \_\_\_\_\_ Total Amount to be Charged \$ \_\_\_\_\_

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

**APPLICATION CONTINUES ON NEXT PAGE**





# Sponsorship Application (Continued)

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## **HALLOWEEN AT HAGAN AGREEMENT, WAIVER AND RELEASE**

**If your business' employees choose to participate in any program, event or project that the company sponsors, each individual present will need to sign this waiver.**

Location: Hagan Community Park, 2197 Chase Drive, Rancho Cordova, CA 95670

Date: Saturday, October 29, 2022

Time: 3 - 6 p.m.

In consideration for being permitted by Cordova Recreation & Park District (CRPD) to support the above activity, if I choose to participate in the program or project of my choosing, 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.

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.

**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 CRPD.

**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.**

**Print Name** \_\_\_\_\_

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

