



Dear Potential Community Sponsor,

Tax ID: 46-0500582

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 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 - \$350

- Logo or just name in CRPD Recreation guides (mailed to 48,000 homes twice each year, placed in all of CRPD facilities and distributed at community events that CRPD is present)
- Marketing
 - Marketing 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
- 5 complimentary event tickets (must R.S.V.P. two weeks prior to sponsored event date)

Small Event Title & Pamphlet Sponsorship - \$450

- Everything offered through the Small Event Title Sponsorship
- Larger logo placement in the CRPD Recreation guide
- 12 month Pamphlet Sponsorship
 - Designated 4"x9" 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
 - 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
Cordova Recreation & Park District
Neil Orchard Senior Activities Center
(916) 366-3133
hschelske@crpd.com



Neil Orchard Senior Activities Center Small Event Title Sponsorship Opportunities

Chinese New Year Celebration: Wednesday, February 14, 2018

Celebrate the Lunar New Year with a delicious Chinese feast. Enjoy entertainment, games and door prizes and learn the history of this annual tradition. Menu: Chicken chow main, BBQ pork fried rice, sweet & sour chicken, broccoli beef and dessert.

St. Patrick's Day Celebration: Wednesday, March 14, 2018

Enjoy Homemade Corned Beef and cabbage as we celebrate St. Patrick's Day

Volunteer Appreciation Celebration: Wednesday, April 18, 2018

Our volunteers are magical! Join us for a magic filled party to celebrate our wonderful volunteers. Many local city, county and state dignitaries have attended this event in the past.

¡Fiesta!: Wednesday, May 9, 2018

Join us for a delicious taco bar while cooling down with non-alcoholic margaritas. ¡Olé!

Summer Days BBQ: Wednesday, August 22, 2018

Celebrate the end of summer and enjoy a fabulous BBQ lunch with all the fixings.

Halloween Party: Wednesday, October 31, 2018

Hollywood is returning to the senior center and the celebrities are coming out. Dress up as your favorite Hollywood star, past or present, and walk down the red carpet as the paparazzi take your picture.

Veterans Day Celebration: Wednesday, November 7, 2018

Come show your appreciation for the men and women who served to keep America safe and free. Enjoy a delicious luncheon and slice of homemade apple pie a la mode.

Thanksgiving Feast: Wednesday, November 14, 2018

Come enjoy a traditional Thanksgiving with all the fixings as we gather and give thanks for another year.

Winter Wonderland: Wednesday, December 12, 2018

Come enjoy a Christmas Feast and sing along to some Christmas carols.



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): _____

Small Event Title Sponsorship - \$350

- Logo or just name in CRPD Recreation guides (mailed to 48,000 homes, placed in all of CRPD facilities and distributed at community events that CRPD is present)
- 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 the CRPD produces:
 - School flyers
 - Post card / event flyer
 - Social media
 - E-mail blasts
 - 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
- 5 complimentary event tickets

Small Event Title & Pamphlet Sponsorship - \$450

- Everything offered through the Small Event Title Sponsorship
- 12 month Pamphlet Sponsorship
 - Designated 4"x9" 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
 - Advertised goods or services must be within the Rancho Cordova region

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 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:** _____