



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 (mailed to 50,000 homes twice each year, 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 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
Small Event Title Sponsorship Opportunities**

- **Lunar New Year Celebration: Wednesday, January 22, 2020**
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.

- **Mardi Gras Party Wednesday, February 26, 2020**
Sponsorship Fee: \$350 **Expected Attendance: 80-100**
Beads, masks, and all that jazz! Enjoy a Cajun-inspired menu with live entertainment and door prizes.

- **St. Patrick's Day Celebration: Wednesday, March 11, 2020**
Sponsorship Fee: \$350 **Expected Attendance: 80-100**
Enjoy Homemade Corned Beef and cabbage as we celebrate St. Patrick's Day

- **Volunteer Appreciation Celebration: Wednesday, April 22, 2020**
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.

- **National Pizza Party Day: Friday, May 15, 2020**
Sponsorship Fee: \$150 **Expected Attendance: 60-80**
Meet us for a Pizza Party! Your choice of Combination, Pepperoni or Cheese pizza with drink and dessert.

- **Summer Kick-Off Potluck Day: Wednesday, June 10, 2020**
Sponsorship Fee: \$100 **Expected Attendance: 40-80**
Who doesn't love a good potluck! Bring your favorite dish to share. Entrée is free with an entrée.

- **Hawaiian Luau: Saturday, June 27, 2020**
Sponsorship Fee: \$450 **Expected Attendance: 80-100**
Hang out with a little taste of Hawaii and experience island flavor and flare. Enjoy a Hawaiian menu along with live entertainment.

PLEASE SEE REVERSE SIDE OF THIS FORM



- **National Hot Dog BBQ Day: Wednesday, July 22, 2020**
Sponsorship Fee: \$150 **Expected Attendance: 60-80**
Grab some friends and celebrate one of the staples of American cuisine. Tickets include grilled hot dog, bag of chips and beverage.
- **Senior Citizens Days: Wednesday, August 19, 2020**
Sponsorship Fee: \$250 **Expected Attendance: 60-80**
This day was created as a day to support, honor and show appreciation to our seniors.
- **Backyard BBQ Day: Wednesday, September 16, 2020**
Sponsorship Fee: \$200 **Expected Attendance: 60-80**
Join us for a BBQ Cheeseburger! The sizzling fresh cheeseburger will be served with all the fixings, potato salad, fresh fruit and a beverage.
- **Mad Hatter's Tea Party: Saturday, October 3, 2020**
Sponsorship Fee: \$450 **Expected Attendance: 70-90**
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 Party: Wednesday, October 28, 2020**
Sponsorship Fee: \$350 **Expected Attendance: 80-100**
Try your hand at games and contests and feast on all your favorite goodies.
- **Veterans Day Celebration: Friday, November 6, 2020**
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 18, 2020**
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 16, 2020**
Sponsorship Fee: \$350 **Expected Attendance: 100-125**
Unite together for 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: _____

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

- Lunar New Year Celebration: Wednesday, January 22, 2020 (\$350)
- Mardi Gras: Wednesday, February 26, 2020 (\$350)
- St. Patrick's Day Celebration: Wednesday, March 11, 2020 (\$350)
- Volunteer Appreciation Celebration: Wednesday, April 22, 2020 (\$450)
- National Pizza Party Day: Friday, May 15, 2020 (\$150)
- Summer Kick-Off Potluck: Wednesday, June 10, 2020 (\$100)
- Hawaiian Luau: Wednesday, June 27, 2020 (\$450)
- National Hot Dog BBQ Day: Wednesday, July 22, 2020 (\$150)
- Senior Citizens Days: Wednesday, August 19, 2020 (\$250)
- Backyard BBQ: Wednesday, September 16, 2020 (\$200)
- Mad Hatter's Tea Party: Saturday, October 3, 2020 (\$450)
- Halloween Party: Wednesday, October 28, 2020 (\$350)
- Veterans Day Celebration: Friday, November 6, 2020 (\$450)
- Thanksgiving Feast: Wednesday, November 18, 2020 (\$400)
- Winter Wonderland: Wednesday, December 16, 2020 (\$350)

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:** _____

Printed Name: _____