

All American
4th of July
PICNIC
in the Park



March 31, 2009

On behalf of the City of Ukiah and the Greater Ukiah Chamber of Commerce, we would like to invite you to join our team of supporters for the 2009 All American 4th of July Picnic in the Park.

Picnic in the Park is an annual event that takes place at Todd Grove Park. The 2009 event, scheduled for Saturday July 4th, will include free entertainment and activities from noon to 5pm. There will be live music, games, bounce houses, rock climbing wall, free swim at the Ukiah Municipal Pool and much more. The park will also host numerous food and craft vendors.

During the 2008 Picnic in the Park, the park was crowded with over 2,000 attendees. Participants enjoyed a community mural, many outdoor games, free snow cones, and hundreds of families swam at the Ukiah Municipal Pools free of charge. A special highlight of the day was a visit from the Ukiah Fire Department with a large fire truck that provided a short spray to keep everyone cool in the heat.

Please join us by providing a sponsorship for this fantastic event. Sponsorship is a great way to advertise, an outstanding public image tool, and an active way to show support for the community. Attached is an outline of benefits your business will enjoy as a sponsor of this event.

All sponsorship commitments must be received by May 1, 2009, so that we can provide the greatest recognition to our sponsors.

Thank you,

Katie Merz
Community Services Supervisor
City of Ukiah



City of Ukiah Community Services Department
411 W Clay Street, Ukiah, CA 95482
Phone (707) 463-6231 Fax (707) 463-6740

**All American
4th of July
PICNIC
in the Park**



On behalf of the City of Ukiah and the Greater Ukiah Chamber of Commerce, we would like to invite you to join our team of supporters for the 2009 All American 4th of July Picnic in the Park.

The following is an outline of benefits that your business will enjoy as a Picnic in the Park Sponsor.

Star Level Sponsors \$1,000 +

- ◆ Top billing of your sponsorship with business name and logo on all posters, print media, display materials, and event signage.
- ◆ Top billing on main stage signage and multiple announcements from the stage.
- ◆ Prominent placement in event promotion with the following direct mail distribution:
 - ◆ Community Services Recreation Guide: 18,000 households
 - ◆ City of Ukiah Utility Billing: 8,000 households
 - ◆ Chamber of Commerce Mailing: over 450 businesses
- ◆ Vendor Booth VIP: Complimentary vendor booth where your business can set-up display materials, complete with cold beverages and refreshments for your staff/volunteers.

Red Level Sponsor \$500

- ◆ Inclusion of business name on all posters, display materials, and event signage.
- ◆ Inclusion on main stage signage and multiple announcements from the stage.
- ◆ Inclusion in event promotion with the following direct mail distribution:
 - ◆ Community Services Recreation Guide: 18,000 households
 - ◆ City of Ukiah Utility Billing: 8,000 households
 - ◆ Chamber of Commerce Mailing: over 450 businesses
- ◆ Complimentary vendor booth where your business can set-up display materials.

White Level Sponsor \$250

- ◆ Inclusion of business name on all posters, display materials, and event signage.
- ◆ Listing in event promotion with the following direct mail distribution:
 - ◆ Community Services Recreation Guide: 18,000 households
 - ◆ City of Ukiah Utility Billing: 8,000 households
 - ◆ Chamber of Commerce Mailing: over 450 businesses
- ◆ Complimentary vendor booth where your business can set-up display materials.

Blue Level Sponsor \$150

- ◆ Inclusion of business name on all posters, display materials, and event signage.
- ◆ Listing in event promotion with the following direct mail distribution:
 - ◆ Community Services Recreation Guide: 18,000 households
 - ◆ City of Ukiah Utility Billing: 8,000 households
 - ◆ Chamber of Commerce Mailing: over 450 businesses

Commitments from sponsors are needed as soon as possible. To ensure that your sponsorship is included in all promotional materials, please submit the pledge form by May 1, 2009.





**2009 Picnic In the Park
SPONSORSHIP PLEDGE FORM**

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone() _____ Fax() _____

E-mail Address _____

Level of Sponsorship: Star at \$1000 Star at \$1250 Star at \$ _____
 Red \$500 White \$250 Blue \$150

Business Contact Person _____

Signature _____

For additional information, call Katie Merz at (707) 463-6237.

PLEDGE NOW!

Please mail or fax this pledge form by May 1, 2009. Thank You.

Mail: City of Ukiah
411 West Clay St
Ukiah, CA 95482

Fax: 707-463-6740

