



Inglewood Celebrates the Arts Market Street Festival

Sponsor Packet



To Our Prospective Sponsors:

The Inglewood Celebrates the Arts Market Street Festival is the largest arts and cultural event in the City of Inglewood. This eclectic one-day event will take place on Saturday, October 6, 2007, from 11 a.m. to dusk.

The Inglewood Celebrates the Arts Market Street Festival is an annual event that celebrates diversity through the presentation of art, music, dance, crafts and foods of various cultures. Held along Downtown Market Street, the event adopts a daytime, outdoor and interactive festival format. Live performing artists are featured throughout the day on three strategically located stages, and vendors including multicultural artists, crafters, and food purveyors line the streets. The Festival is free and open to the public.

This will be the tenth annual Inglewood Celebrates the Arts Market Street Festival.

Goals: Inglewood Celebrates the Arts Market Street Festival is designed to:

- Provide an opportunity for attendees to interactively participate in a diverse visual and performing arts experience.
- Provide an interactive, hands-on and multi-cultural arts experience for families - youth, adults and senior citizens.
- Encourage and promote arts development and economic development within Inglewood.
- Promote high quality performing, visual and literary artists.
- Promote patronage of Market Street merchants.
- Provide an opportunity for quality artisans, crafters and food purveyors to vend foods and goods.
- Be accessible to Market Street merchants and serve residents and visitors to the City of Inglewood.
- Highlight the tradition, pride, and progress of culturally specific Inglewood community groups.
- Provide unique sponsorship and economic development opportunities for business and corporate citizens.
- Provide a meaningful volunteer opportunity for local and area residents.

Concept: Event will include:

- ❑ **Art Exhibition** - Display of artworks by renowned and emerging local artists
- ❑ **Art Workshops and Demonstrations** – Hands on art experience with instruction from professional artists
- ❑ **Live Entertainment on Three Stages** – Jazz, R&B, Latin & Salsa, Gospel, Zydeco, Mariachi, and Blues
- ❑ **Classic Car Show** - Classic antique cars, car clubs, and low rider conversions
- ❑ **Marketplace Vendors** - High quality artisans and crafters
- ❑ **Strolling Performers** – Mimes, clowns, magicians, and a cappella artists
- ❑ **Interactive games for children and families**- A variety of arts and craft activities for children including “Make Your Own Art” booths, interactive games, giant slide and more!
- ❑ **“International Food Court”** - An outdoor food court featuring many fine local restaurants with ethnic foods from across the world including, Belize, Africa, Mexico, America, China and more.

We invite your support as a sponsor of this event. This packet details the various levels of sponsorship available. At the highest level – Title Gold - your organization will receive prominent recognition as a prime corporate sponsor and partner in this event. You will also receive logo placement on all printed advertisements including magazine, newspaper, flyers, tee-shirts and related items (100,000+ impressions), an exhibit booth, advance publicity on all written material, public acknowledgment on the day of the event and post event press, and a commendation recognizing your contribution.

Inglewood Celebrates the Arts Market Street Festival



Last year's festival attracted over 4,500 participants and 100 volunteers. We are anticipating attendance of more than 6,000 participants during this year's one-day event. This is an excellent opportunity to highlight your business while promoting arts and economic development in the City of Inglewood.

We look forward to working with you as a sponsor of the Inglewood Celebrates the Arts Market Street Festival.

Sincerely,

Acting City Administrator



SPONSORSHIP OPPORTUNITIES

(for donations of cash, in-kind services, gifts & giveaways)
501(c)(3) Tax ID# 95-3775589

DEADLINE FOR SPONSORSHIP: September 7, 2007

Diamond (Title) Sponsorship\$10,000

The Title Sponsor is the most prominent and visible of all the sponsorships available and is reserved for only one organization or company.

The benefits of the Diamond Title Sponsor are:

- Company Name located in Title of Festival
- Company Logo on Printed Advertisements - magazine, newspaper, flyers (100,000+ impressions)
- Company Logo on Promotional T-shirt and Related Items
- Company Name mentioned in radio promotions with acknowledgement as title sponsor
- Exhibit/Vendor Booth
- Advance Publicity on all Written Material
- Public Acknowledgment on the Day of Event (print and broadcast)
- Acknowledgment in Post Press
- Certificate of Participation

Platinum (Presenting) Sponsorship\$5,000

The Presenting Sponsor is one of the most prestigious sponsors of the event, with significant and valuable benefits.

The benefits of the Platinum Presenting Sponsor are:

- Company Logo on Printed Advertisements - magazine, newspaper, flyers (100,000+ impressions)
- Company Logo on Promotional T-shirt and Related Items
- Company Name mentioned in radio promotions with acknowledgement as presenting sponsor
- Company Name mentioned on Entertainment Stage and acknowledgement as presenting sponsor in front of concert audience
- Exhibit/Vendor Booth
- Advance Publicity on all Written Material
- Public Acknowledgment on the Day of Event (print and broadcast)
- Acknowledgment in Post Press
- Certificate of Participation



Gold (Area) Sponsorship\$2,500

The Area Sponsor is one of the most important sponsors of the event. Each Gold Area Sponsor will have an opportunity to sponsor one of the event stages or Festival pavilions.

The benefits of the Gold Area Sponsor are:

- Company Name on Printed Advertisements - magazine, newspaper, flyers (100,000+ impressions)
- Company Name on Promotional T-shirt and Related Items
- Company Name mentioned on Entertainment Stage and acknowledgement as stage/pavilion sponsor in front of concert audience
- Exhibit/Vendor Booth
- Advance Publicity on all Written Material
- Public Acknowledgment on the Day of Event (print and broadcast)
- Acknowledgment in Post Press
- Certificate of Participation

Sponsorship Areas:

- Classic Car and Auto Plaza** – A car in many ways is viewed more as a showpiece or a status symbol, than as simply a means of transportation. Many individuals take pride in restoring pre-1970 vehicles while others have a passion for luxury vehicles. The Classic Car and Auto Plaza will allow classic car owners and dealerships to showcase their premium high-end vehicles. This area promises to be a high energy and high traffic area.
- Hands-on Art Crafting and Demonstrations** – This area provides a variety of arts and craft activities for children and families including "Make Your Own Art" booths, featuring clay sculpting, art cars, origami, African doll making and more!
- Kid's Korner** – The Kid's Korner promises to be a high energy area with lots of fun for all ages. Although this area is geared toward youth, it will be fun for adults as well. In addition, it will allow parents an opportunity to have their children entertained in a safe environment while they themselves can enjoy the festival.
- International Food Court** – This area will allow local restaurants, caterers and grocery stores to expose their products. A variety of foods will be offered and samples will also be distributed.
- Community Services** – Knowing what community resources are available to aid families and how to access them is invaluable in the time of need. This area will highlight local non-profits and other agencies that provide a variety of human services to children, families and senior citizens.
- Health Pavilion** – The Health Pavilion is designed to educate the public about the prevalent diseases that plague the minority community. Also, several health screenings will be offered, such as: high blood pressure, HIV/AIDS, diabetes, etc.

Silver (Cosponsor) Sponsorship\$1,000

Co-sponsorship is perfect for companies that want to demonstrate their support for the arts.

The benefits of the Silver Cosponsor are:

- Name on Printed Advertisements - magazine, newspaper, flyers (100,000+ impressions)
- Exhibit/Vendor Booth
- Advance Publicity on all Written Material
- Public Acknowledgment on the Day of Event (print and broadcast)
- Acknowledgment in Post Press
- Certificate of Participation

Bronze (Contributor) Sponsorship\$500



This level of sponsorship provides a great marketing opportunity for businesses that want to reach festival goers on the day of the event.

The benefits of the Bronze Contributor Sponsor are:

- Public Acknowledgment on the Day of the Festival(Print)
- Exhibit/Vendor Booth
- Certificate of Participation

General Donationsless than \$500

All donations toward the production of the Inglewood Celebrates the Arts Market Street Festival are welcomed.

The benefits of making a general donation are:

- Public Acknowledgment on the Day of the Festival(print) - (10,000+ impressions)
- Certificate of Participation

In-Kind Sponsorship

In-Kind sponsorships consist of a donation of a certain product or service instead of direct financial contribution. For example, a news organization may provide print advertising, a hotel may provide rooms, a restaurant may provide food for talent and volunteers, etc., in exchange for being recognized as a sponsor. There are numerous possibilities. The "market value" of the contribution must meet or exceed the specified amount listed in the sponsorship levels described above in order to qualify for sponsorship status. There can also be a combination of monetary and In-Kind contributions. In-Kind sponsor benefits will be based on the total "market value" of the donation and matched with benefits at the sponsorship levels described. Please contact Teresa Estrada at (310) 412-8700 to discuss the various options available.

Custom Event Sponsorship

Custom sponsorship packages are available for a limited number of companies. We are open to your suggestions and look forward to discussing creative options. Custom Event Sponsor benefits will be negotiated and matched with benefits at the sponsorship levels described. Please contact our sponsorship coordinator to discuss.

Art Opportunities Sponsorship

It is the vision of the City of Inglewood to support and raise the awareness of the importance of arts education in the development of young children by facilitating the means for children to learn and experience the arts on all levels from vision and concept to creation and performance. Your contribution will contribute to the enrichment of human development and the ability for the participating young people to realize a fuller potential.

We are seeking sponsorship(s) to cover or contribute to the cost of arts and arts related classes and activities. We are also seeking vendors who will provide discounted services and goods for this program. Sponsorships may be strictly monetary and in-kind or a combination thereof. Sponsor benefits will be negotiated based on the total fair market value of the donation and matched with benefits at the sponsorship levels described above.

IMPORTANT: To ensure proper advertising exposure benefits, we must receive a camera ready copy of your company logo, your company logo on disk, or electronically by September 7, 2007. **Compliance with these deadlines ensures maximum exposure for you!**



Terms and Conditions of Sponsorship

The terms and conditions outlined herein have been established for the mutual benefit and protection of the Sponsor, Event Patrons and City of Inglewood – Inglewood Community Services Corporation - and may not be modified unless in writing signed by both parties. The Sponsor agrees to these terms and conditions as an integral part of this binding contract. Please read carefully to avoid any misunderstandings.

1. Checks, cashiers checks and money orders are acceptable forms of payment. Sponsorship benefits are conditional upon payment of sponsorship fee. The Sponsorship fee is due at the time of commitment, and in any case, payment in full is due prior to the event.
2. The sponsor benefits listed in this document for each respective sponsorship level constitute the entire package of benefits offered to sponsors. The City of Inglewood is under no obligation to provide additional benefits not mentioned in this document, whether promised otherwise or not, unless agreed in writing by the Director of Parks, Recreation and Community Services.
3. Unless otherwise stated in writing by the Sponsor, the Sponsor permits the City of Inglewood to use the Sponsor's name and/or logo in promotional materials, advertising, and public announcements relating to the Event. The Sponsor further represents and warrants that it has the right to grant this permission. It being understood that the Sponsor shall retain all ownership rights in its trademarks, and that any goodwill related to the use of the Sponsor's trademarks shall inure to the benefit of the Sponsor, the Sponsor shall hold the City of Inglewood harmless against any and all actions related to the City's use of the Sponsor's trademarks.
4. The City of Inglewood reserves the right to decline the sponsorship support of any organization or firm.



Sponsorship and Exhibitor Agreement

(PLEASE PRINT OR TYPE)

ORGANIZATION/COMPANY: _____ PHONE: _____

COMPANY NAME: _____ TITLE: _____

ADDRESS/CITY/ZIP: _____

FAX: _____ EMAIL: _____

TYPE OF BUSINESS: _____

SPONSORSHIP OPTIONS

(DETAILS REGARDING EACH LEVEL OF SPONSORSHIP CAN BE FOUND IN THE PRECEDING PAGES OF THIS PACKET)

_____ Diamond (Title) Sponsorship \$10,000

_____ Platinum (Presenting) Sponsorship \$5,000

_____ Gold (Area) Sponsorship \$2,500

Sponsorship Areas (select one):

- Classic Car and Auto Plaza
- Hands-on Art Crafting and Demonstrations
- Kid's Korner
- International Food Court
- Community Services
- Health Pavilion

_____ Silver (Cosponsor) Sponsorship \$1,000

_____ Bronze (Contributor) Sponsorship \$500

_____ General Donations less than \$500

_____ In-Kind Sponsorship

In-Kind sponsorships consist of a donation of a certain product or service instead of direct financial contribution and are based on the total "market value" of the donation. Please contact Teresa Estrada at (310) 412-8700 to discuss the various options available.

_____ Custom Event/ Art Opportunities Sponsorship

Custom Event and Art Opportunities Sponsor benefits will be negotiated and matched with benefits at the sponsorship levels described. Please contact our sponsorship coordinator to discuss.

IN-KIND AND CUSTOM EVENT SPONSORSHIP

EXPLAIN: _____ VALUED AT: _____

METHOD OF PAYMENT

TOTAL DUE: \$ _____

Invoice Us P.O. # _____

TOTAL AMOUNT ENCLOSED: \$ _____

Check Money Order Cashiers Check

By signing this agreement, party confirms that they have read and understand the attached terms and conditions and have entered into a legally binding contract with the Inglewood Celebrates the Arts Market Street Festival (City of Inglewood).

SIGNATURE: _____ TITLE: _____ DATE: _____

MAKE PAYABLE TO: INGLEWOOD COMMUNITY SERVICES CORPORATION

MAIL OR DELIVER TO: ATTN: Teresa Estrada, Inglewood Parks, Recreation and Community Services Department, One Manchester Blvd., Suite 500, Inglewood, CA 90301. FOR MORE INFORMATION CALL: (310) 412-8700

DEADLINE FOR SPONSORSHIP: September 7, 2007

