



CHRISTMAS FUN FOR EVERYONE

DOWNTOWN HOLIDAY EVENTS SPONSORSHIPS 2016

DOWNTOWN OXNARD HOLIDAY EVENT SPONSORSHIPS ARE A GIFT FOR THE WHOLE COMMUNITY!

The Oxnard Downtowners are planning a vibrant time in Downtown Oxnard again this year. For over a decade we have championed activities that bring visitors and residents of Oxnard to the Downtown for positive, family friendly activities the whole community can share. These events include the Annual Oxnard Salsa Festival in July and the beloved Downtown Holiday Events.

Together we can continue the tradition of the Holidays in Downtown Oxnard. Sponsorships will support many of the following holiday events:

- The 66th Annual **Tree Lighting Ceremony** in Plaza Park – December 2nd, at 5:30 p.m.
- The 11th Annual **Winter Fantasy Music and Light Show** held nightly at Plaza Park Pagoda – December 2nd through January 1st, 5:00 p.m.-10:00 p.m.
- The **Oxnard Christmas Parade** in the Downtown Oxnard Business District – Saturday, December 3rd, 10:00 a.m.
- The 10th Annual **Holly Trolley Tours** – December

YOUR SPONSORSHIP WILL MAKE CHRISTMAS MEMORIES

FOR PEOPLE IN AND AROUND OUR COMMUNITY!

Secure your sponsorship today and be a part of these beloved community events!

For more information contact Gary Blum • 805-247-0197 • Email: info@oxnarddowntowners.org

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DOWNTOWN HOLIDAY EVENTS SPONSORSHIP LEVELS 2016

HOLIDAY EVENT TITLE SPONSOR- \$5,000+ (VALUE: \$15,000)

- Exclusive nightly audio mention of your company and tagline every 15 minutes during the Annual Winter Fantasy Music & Light Show around the Downtown Pagoda in December from 5:00 pm to 10:00 pm. (Estimated 6,000+ exposures)
- Exclusive sponsor recognition for the Downtown Holly Trolley Tours on December 13th, 14th & 15th. Includes logo on purchased tickets (800 qty), company supplied banner on the Trolley (Est. 4,000 exposures), and opportunity to distribute a gift/marketing piece to ticket holders
- Sponsor mention in all radio ads and TV interviews (as permitted) related to Oxnard Parade and Downtown Holiday Events
- Sponsor logo on backlit signage for the Annual Winter Fantasy Music & Light Show around the Pagoda during the month of December. (Est. 6,000+ exposures)
- Sponsor recognition on Holiday Events and Downtown Oxnard Facebook pages and in two Press Releases. (Est. 8,000+ exposures)
- Sponsor logo on C Street Event Banner and sponsor-provided banner to be placed at Tree Lighting Ceremony to be held on Friday, December 2nd at 5:30 pm. (Est. 15,000+ daily exposures)
- Prominent featured logo displayed in print ad for the Downtown Holiday events in December
- Sponsor provided banner placement in Parade carried by parade volunteers. (Est. 10,000+ exposures)
- Name identification on 500 Holiday Event Programs and logo visibility on 500 Posters
- Sponsor name on a Hometown Holiday Banner placed on Oxnard Boulevard (2 sides). (Estimated 47,000+ daily exposures)
- Sponsor mention by route announcers during the Parade (4x).
- Name identification on the Utility Bill Holiday Flier Inserts distributed in November to 40,000 residents and businesses in Oxnard
- Logo visibility on Holiday Event Web Pages listed on www.downtownoxnard.org.
- A free entry into the December 3rd Oxnard Christmas Parade. (Est. 10,000+ exposures)
- Eight total tickets to the December 3rd Parade VIP Seating Area at Centennial Plaza

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PLATINUM STAR SPONSOR- \$2,500 (VALUE: \$10,000)

- Sponsor logo on backlit signage for the Annual Winter Fantasy Music & Light Show around the Pagoda during the month of December. (Est. 6,000+ exposures)
- Sponsor mention in all radio ads and TV interviews (as permitted) related to Oxnard Parade and Downtown Holiday Events.
- Sponsor logo on C Street Event Banner and sponsor provided banner to be placed at Tree Lighting Ceremony to be held on Friday, December 2nd at 5:30 p.m. (Est. 15,000+ daily exposures)
- Sponsor recognition on Holiday Events and Downtown Oxnard Facebook pages and in two Press Releases. (Est. 8,000+ exposures)
- Sponsor provided banner placement in Parade carried by parade volunteers. (Est. 10,000+ exposures)
- Name identification on 500 Holiday Event Programs and logo on 500 Posters and Print Ads.
- Sponsor name on a Hometown Holiday Banner placed on Oxnard Boulevard (1 side). (Estimated 23,000+ daily exposures)
- Sponsor mention by route announcers during the Parade (4x).
- Name identification on the Utility Bill Holiday Flier Inserts distributed in November to 40,000 residents and businesses in Oxnard
- Logo visibility on Holiday Event Web Pages listed on www.downtownoxnard.org.
- A free entry into the December 3rd Oxnard Christmas Parade. (Est. 10,000+ exposures)
- Six total tickets to the December 3rd Parade VIP Seating Area at Centennial Plaza

GOLD STAR SPONSOR- \$1,500 (VALUE: \$5,500)

- Prominent featured logo displayed in Print Ad for the Downtown Holiday Events in December.
- Sponsor provided banner placement in Parade carried by parade volunteers.
- Sponsor recognition on Holiday Events and Downtown Oxnard Facebook pages and in three Press Releases. (Est. 8,000+ exposures)
- Name identification on 500 Holiday Event Programs and logo on 500 Posters and Print Ads.
- Sponsor name on a Hometown Holiday Banner placed on Oxnard Boulevard (1 side). (Estimated 23,000+ daily exposures)
- Sponsor mention by route announcers during the Parade (2x).
- Name identification on the Utility Bill Holiday Flier Inserts distributed in November to 40,000 residents and businesses in Oxnard
- Logo visibility on Holiday Event Web Pages listed on www.downtownoxnard.org
- A free entry into the December 3rd Oxnard Christmas Parade. (Est. 10,000+ exposures)
- Four total tickets to the December 3rd Parade VIP Seating Area at Centennial Plaza

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SILVER STAR SPONSOR- \$1,000 (VALUE: \$3,000)

- Name identification on 500 Holiday Event Programs and Print Ads, and logo on 500 Posters
- Company name on a Hometown Holiday Banner placed on Oxnard Boulevard (1 side).
- Sponsor mention by route announcers during the Parade (2x).
- Name identification on the Utility Bill Holiday Flier Inserts distributed in November to 40,000 residents and businesses in Oxnard
- Name identification on Holiday Event Web Pages listed on: www.downtownoxnard.org
- A free entry into the December 3rd Oxnard Christmas Parade. (Est. 10,000 exposures)
- Four tickets to the December 3rd Parade VIP Seating Area at Centennial Plaza

BRONZE STAR SPONSOR- \$500 (VALUE: \$1,000)

- Name identification on 500 Holiday Event Programs and 500 Posters, and Print Ads.
- Name identification on the Utility Bill Holiday Flier Inserts distributed in November to 40,000 residents and businesses in Oxnard
- Name identification on Holiday Event Web Pages listed on: www.downtownoxnard.org
- Sponsor mention by route announcers during the Parade (1x)
- A Free entry into the December 3rd Oxnard Christmas Parade. (Est. 10,000 exposures)
- Three tickets to the December 3rd Parade VIP Seating Area at Centennial Plaza

FRIENDS OF THE PARADE & TREE LIGHTING - \$250 (VALUE: \$500)

- Name identification on 500 Holiday Event Programs handed out December 2nd at the Tree Lighting Ceremony
- Name identification on Holiday Event Web Pages listed on: www.downtownoxnard.org
- Two tickets to the December 3rd Parade VIP Seating Area at Centennial Plaza

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HOLIDAY SPONSOR REPLY FORM AND INFORMATION

Yes! I want to support Downtown Oxnard's Holiday Events. Please accept my financial commitment at the following level:

- | | |
|---|---|
| <input type="checkbox"/> \$ 5,000 Holiday Event Title Sponsor | <input type="checkbox"/> \$ 1,000 Silver Star Sponsor |
| <input type="checkbox"/> \$ 2,500 Platinum Star Sponsor | <input type="checkbox"/> \$ 500 Bronze Star Sponsor |
| <input type="checkbox"/> \$ 1,500 Gold Star Sponsor | <input type="checkbox"/> \$ 250 Friends of the Parade & Tree Lighting |

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

I have enclosed a check in the amount of \$ _____ payable to Oxnard Downtowners.

Please invoice me. I understand that agreement is due no later than October 24, 2016 and payment is due by November 18, 2016.

Thank you for your support and interest in Downtown Oxnard! Mark your calendar for these events and help us promote them to your friends and fans!

Submit Sponsor Reply Form to:

Oxnard Downtowners
PO Box 1892
Oxnard, CA 93032

Fax: 805-247-9282

Scan and email to info@oxnarddowntowners.org

Please respond no later than October 24, to ensure placement in key marketing opportunities.

Contact Gary Blum at (805) 247-0197 for more information.

Oxnard Downtowners is a 501(c)4 charitable organization. TAX ID # 77-0367510.