

TENTS IN TOWN

"THE ULTIMATE URBAN CAMPOUT"

APRIL 24TH AND 25TH, 2010



Sponsorship Packet



www.bellaireparks.org



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"THE ULTIMATE URBAN CAMPOUT"

Dear Potential Sponsor,

PATRONS for Bellaire Parks is currently planning its Second Annual "Tents in Town" event on Saturday, April 24, 2010 to help raise funds for the next phase of Bellaire Town Square. Tents in Town is an urban campout where Bellaire children of all ages, and their family, friends and neighbors can experience a fun-filled afternoon of activities and a night under the stars in their own tents, pitched in Zindler Park, Bellaire Town Square.

Once again PATRONS is partnering with The City of Bellaire, local Cub Scouts, Girl Scouts and many other community volunteers lending their time to this exciting family event. PATRONS continues to work to meet our commitment to the City of Bellaire for the next phase of funding for Bellaire Town Square. Last year's event enabled PATRONS to raise funds which were directed toward the construction and completion of the City's new state of the art playground in Loftin Park. Areas slated to be built in upcoming phases of the redevelopment of Bellaire Town Square are the Donor Plaza with interactive water feature, Pavilion, and Great Lawn.

We are asking you to lend your support to the Bellaire community by becoming an underwriter for this year's event. As an underwriter you, your company, or organization's name will be synonymous with this entertaining family event. There are various sponsorship categories available as you will see on the attached Sponsorship Fact sheet.

In order to make Tents in Town a success for PATRONS and for the residents of Bellaire, we are relying on your generous support as one of our featured sponsors. Donors will receive significant publicity and coverage during the planning phases in the weeks leading up to the event as well as the day of the event.

PATRONS is a 501(c) (3) non-profit volunteer based organization. Contributions are tax deductible to the full extent allowed by law. Additional information about PATRONS and our current projects and activities are available on newly revamped website at www.bellaireparks.org.

We would greatly appreciate your consideration in contributing to this event and supporting Bellaire and the Bellaire Town Square project. We hope you are able to join forces with us to make this year's Tents in Town a great success. Thank you so very much for your continued interest in the Bellaire Community.

Sincerely,
Karen Erwin
Tents in Town Chair
PATRONS for Bellaire Parks

Cassie Neumann
Tents in Town Co- Chair
PATRONS for Bellaire Parks

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SPONSORSHIP FACT SHEET

- DATE:** Saturday, April 24 & Sunday, April 25, 2010.
- LOCATION:** Zindler Park in Bellaire Town Square.
- EVENT:** An urban camping experience for the entire family with all proceeds benefiting Bellaire Town Square. The event is co-sponsored by the City of Bellaire and Patrons for Bellaire Parks.
- PARTICIPANTS:** Families and friends who enjoy camping and want to experience a fun-filled overnight event AND help PATRONS raise funds for the City's parks.
- BENEFITING::** PATRONS to help us meet our annual commitment to the City of Bellaire for the continued development of Bellaire Town Square.

MEDIA COVERAGE OVERVIEW

Tents in Town will be promoted via many community communications channels. Sponsors names will be included in all press releases to local media, event signage, e-blasts, event invitation that is sent to all Bellaire residents, as well as flyers and posters distributed to local businesses, schools, community organizations, and city gathering places such as Bellaire's Recreation Center, Bellaire City Library and City Hall. Sponsors will also receive name recognition on all of the shirts given to event attendees, through event banners and directional signage as well as via the Patrons' newly revamped website, www.bellaireparks.org and newsletter distributed to all homes in Bellaire.

HOW CAN YOU SPONSOR THIS FUN-FILLED EVENT?

You may declare your sponsorship by checking the attached "Sponsorship Category Form," filling in the fields at the bottom of the sheet, and mailing a check to PATRONS. Please make checks payable to PATRONS for Bellaire Parks and send to: Patrons for Bellaire Parks, P.O. Box 3228, Bellaire, TX 77402.

For your convenience, you may also fill out the online sponsorship form located at www.bellaireparks.org. Click the "Donate" link at the top right to be led through the online payment system.

*****Your response is appreciated by March 15th, or before, to ensure inclusion on T shirts and printed materials.**

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SPONSORSHIP CATEGORIES

Please place a checkmark next to your chosen sponsorship category.

BIG TENT \$10,000 - This sponsorship level includes exclusive naming rights for large play area at the event as well as signage at the camper check-in area and all directional signage. Your company name and/or logo will be displayed prominently on the back of the t-shirt given to all event attendees, on all promotional materials, on printed materials in the camper registration pack, all press releases, web page, and up to a 6x9 banner at the event (banner provided by sponsor). Additionally, sponsors at this level receive 3 campsites at the event.

TEPEE \$5,000 - This sponsorship level includes exclusive naming rights for the smaller toddler play area at the event as well as signage at the camper check-in area. Your company name and/or logo will be displayed prominently on the back of the t-shirt given to all event attendees, on all promotional materials, on printed materials in the camper registration pack, all press releases, web page, and up to a 4x8 banner at the event (banner provided by sponsor). Additionally, sponsors at this level receive 2 campsites at the event.

PUP TENT \$2,500 - This sponsorship level includes your company name and/or logo displayed on the back of the event t-shirt, on all promotional materials, on printed materials in the camper registration pack, all press releases, web page, and up to a 4x6 banner at the event (banner provided by sponsor). Additionally, sponsors at this level receive 1 campsite at the event.

CAMPFIRE \$1000 - This sponsorship level includes your company name and/or logo displayed on the back of the event t-shirt, on all promotional materials, on printed materials in the camper registration pack, all press releases, and the event web page,

S'MORES \$500 - This sponsorship level includes your company name and/or logo on all promotional material, on banner at event, and on information/items in the participant packet

IN-KIND (In-kind donations under \$500) - This sponsorship level includes your company name included in promotional material as well as the information/items in the participant packet

Item _____

SPONSOR INFORMATION CONTACT INFORMATION (REQUIRED)

SPONSOR NAME: _____

ADDRESS: _____

PHONE: _____

E-MAIL: _____