

9th Annual Folsom Firecracker - Sponsorship Opportunities

The 2016 Folsom Firecracker Family Fun Run will be held on July 4, 2017. This ninth annual family event expects 1,000 participants and spectators. The net proceeds will go to 6 local charities around our community, focusing on kids in need. With more than 16 million children in the United States living in families with income below federal poverty level (\$23,550 for a family of 4) and 45% of all children live in low-income families, we want to help. All beneficiaries this year help children in various ways, like providing access to basic needs, a safe place to live, food, toys and even books. Let's Help! Each participant will be able to decide which charity they want their money to go towards.

The purpose of the event is to **Celebrate and Unite**. Celebrate our Independence Day and our many blessings, while uniting our community. The Fourth of July is a very popular weekend in Folsom, with the 57th annual Folsom Rodeo, which will bring in thousands over the 3 days. The Folsom Firecracker event is very similar to our Folsom Turkey Trot, which raised over \$45,000 this past year with 4,200 participants. We will be distributing flyers and posters to local businesses and community groups throughout Folsom and the surrounding area. In addition there will be media coverage including newspaper and radio. Your contribution as a sponsor helps us fund these well deserved charities!

“Gold” - \$500

- 1) Series shirts logo placement (large size)
- 2) Opportunity to put banners at start and finish lines.
- 3) Complimentary booth space at race expo and race day.
- 4) Marketing Coupon for Virtual Goodie Bags*
- 5) Listing on Capitol Adventure and Folsom Firecracker websites and sponsor support flyers
- 6) Large sized logo on event brochures and Posters**
- 7) Public address announcements of your support throughout race event.
- 8) 6 Complimentary Race Entries

“Silver” - \$350

- 1) Series shirts logo placement (medium size).
- 2) Opportunity to put banners at start and finish lines.
- 3) Complimentary booth space at race expo and race day.
- 4) Marketing Coupon for Virtual Goodie Bags*
- 5) Listing on Capitol Adventures and Folsom Firecracker websites and sponsor support flyers
- 6) Medium sized logo on event brochures and Posters**
- 7) Public address announcements of your support throughout race event
- 8) 3 complimentary Race Entries

“Bronze” - \$225

- 1) Series shirts logo placement (small size)
- 2) Opportunity to put banners at start and finish lines.
- 3) Complimentary booth space at race event.
- 4) Marketing Coupon for Virtual Goodie Bags*

- 5) Listing on Capitol Adventures and Folsom Firecracker websites.
- 6) Public address announcements of your support throughout race event

If you or your business are interested in providing financial sponsorship to this great community event, please complete the form below and return it with your payment and full color copy of your logo to:

Capitol Adventure
103 Yost Court
Folsom, CA 95630

If you have questions, please contact us:

916-606-3299 or capitoladventure@yahoo.com

Sponsorship Proposal

Business Name _____
Business Type _____
Address _____
Contact Person _____ Phone _____

Sponsorship level desired (circle one):

“Gold” \$500 “Silver” \$350 “Bronze” \$225

..... *Note:*

Only one business in any specific market will be permitted in order to avoid conflicts of interest.

**Virtual Participant Goodie Bags. The Folsom Firecracker Website will have a page dedicated to sponsors’ online coupons. In addition, all participants will receive an email with access to all coupons. If you would like to have a coupon available, please send it as a PDF file. If you need help, let us know and we would be happy to help support you with this.*

***To be eligible for your logo on brochures and poster distribution, sponsorship fee must be received before 5/30/17.*