



Safetyville USA
3909 Bradshaw Road | Sacramento, CA 95827
916.366.7233 | 916.366.1920 fax
www.safetycenter.org

Dear Community Supporter,

Family Day @Safetyville USA (formerly known as Family Safety & Health Expo) is a free safety and health event for the whole family - complete with fun activities, valuable information and resources necessary to protect the safety and health of families in our region. The event will take place on **Saturday, June 11, 2016, from 10 a.m. to 3 p.m.** Since 1999 Safetyville has hosted this annual community resource event at our unique miniature city *Safetyville USA, 3909 Bradshaw Road*.

Community support is an important factor to the success of this event. Local endorsements include Sacramento area police, sheriff, fire and California Highway Patrol departments. Last year over 60 vendors provided information and demonstrations to nearly 2,000 attendees from the greater Sacramento area. Vendors are family oriented, private and public organizations specializing in safety, health and youth development.

Sponsors will be given a booth to showcase their company and hand out their information. Event sponsors will also be recognized on all social media posts and the Safetyville electronic newsletter.

Thank you for reviewing the enclosed sponsor packet. Please return your sponsorship form by Friday, April 29 to be included in all promotional material. If you have any questions, please give us a call at 916.366.7233 ext 1223. We look forward to hearing from you!

Sincerely,

A handwritten signature in black ink that reads "Kelly Huffman". The signature is written in a cursive, flowing style.

Kelly Huffman
Vice President of Development & Communications

*Since 1984, the children's safety and health education program of Safety Center Incorporated, **Safetyville USA**, has been instilling safety values in children. As a non-profit organization our mission is to reduce injuries and save lives by empowering our community to make positive life-changing decisions.*
Thank you for your support!



WHAT: Family Day @Safetyville USA

WHEN: Saturday, June 11 2016
10 am – 3 pm

WHERE: Safetyville USA
3909 Bradshaw Road, Sacramento

ADMISSION: FREE TO THE PUBLIC

TARGET AUDIENCE: Families in Sacramento and surrounding communities

PURPOSE: Family Day @Safetyville USA (formerly known as Family Safety & Health Expo) is an annual free safety and health event for the whole family - complete with fun activities, valuable information and resources necessary to protect the safety and health of families in our region.

PROGRAM: Family Day @Safetyville USA takes place in our unique miniature city that is designed to teach children safety skills. Since 1999, this event has brought safety, health and recreation resources to families throughout the Sacramento region.

- Over 60 safety, health, youth education and recreation information booths
- Entertainment
- Celebrity emcee
- Safety demonstrations
- Safety and health giveaways
- Food and refreshments and raffle tickets for *GREAT* prizes available for purchase at the event

****New this year –***

- Educational breakouts designed for 9-12 year olds
 - Bullying
 - Internet Safety
 - Bicyclist Safety
 - Pedestrian Safety
 - Traffic Safety

ANTICIPATED ATTENDANCE: 1,500 – 2,000

CONTACT FOR MORE INFORMATION: 916.366.7233 ext 1223 | kelly@safetycenter.org
www.safetycenter.org/events/family-day-2016/

SPONSORSHIP OPPORTUNITIES

To benefit from all print and broadcast promotion, please reply by April 29, 2016



Level 1 Sponsor - \$5,000

Exclusive Opportunity - Sponsors at this level will receive:

- Presenting Sponsor recognition on ALL print and broadcast promotions as detailed in benefits for **Level 2 Sponsor**
- +
- Inclusion in event press release distributed to local on-air and print media
- Inclusion in event listing on over 30 online event calendars

Additional Benefits include:

- All *Additional Benefits* as detailed in benefits for **Level 2 Sponsor**
- +
- Presenting Sponsor recognition on the Safetyville Marquee June 6th - June 11th
- Up to two banners displayed in prominent locations June 6th – June 11th

Level 2 Sponsor - \$2,500

Sponsors at this level will receive:

- Sponsor recognition on promotional materials as detailed in benefits for **Level 3 Sponsor**
- +
- 5,000 event fliers to be distributed throughout Greater Sacramento Area schools, daycares, preschools, public buildings, and businesses
- 3,000 fliers to be distributed to all attending Safetyville USA tours

Additional Benefits include:

- All *Additional Benefits* as detailed in benefits for **Level 3 Sponsor**
- +
- Your company banner displayed on the day of the event
- Safetyville USA website link: www.safetycenter.org

Level 3 Sponsor - \$1,000

Sponsors at this level will receive:

- Safetyville USA website link: www.safetycenter.org
- On-stage recognition during the event

Additional Benefits include:

- All *Additional Benefits* as detailed in benefits for **Level 4 Sponsor**
- +
- Your company banner displayed on the day of the event
- On-stage recognition during the event

Level 4 Sponsor - \$500

Sponsors at this level will receive:

- Your company logo on 2,000 programs to be handed out the day of the event
- Complimentary vendor booth
- Sponsor recognition in at least one e-mail blast to Safetyville's E-news subscribers; currently over 2,400 contacts



SPONSOR COMMITMENT FORM

Saturday, June 11, 2016

10AM-3PM

Form must be received by Friday, April 29 to be included in all promotional material.

Company Information

Company Name:

Contact Name:

Title:

Email:

Phone Number:

FAX:

Company Address:

City:

State:

Zip:

Event Sponsorships

<input type="checkbox"/>	Level 1 Sponsor - Presenting Sponsor	\$5,000.00
<input type="checkbox"/>	Level 2 Sponsor	\$2,500.00
<input type="checkbox"/>	Level 3 Sponsor	\$1,000.00
<input type="checkbox"/>	Level 4 Sponsor	\$ 500.00
<input type="checkbox"/>	Other Donation	\$

Payment Information

Enclosed is a Check For:

Please send invoice. PO Number:

Please Charge my Credit Card: \$

Visa MasterCard AMEX Discover

Credit Card Number:

EXP:

Name on Card:

Signature:

Billing Address if Different from Above:

Return or Fax to: **Kelly Huffman**

Safety Center | 3909 Bradshaw Road | Sacramento, CA 95827

kelly@safetycenter.org | 916.366.7233 ext. 1223 | Fax: 916.366.1230