

Rotary
of Santa Clara



2018-2019
Corporate Sponsorship
Opportunities

Rotary of Santa Clara



Service above self



ROTARY CLUB OF SANTA CLARA

The Rotary Club of Santa Clara was established in 1936 to serve our community both locally and globally. Our avenues of service include:

- Club Service
- Vocational Service
- Community Service
- International Service
- New Generations Service

Composed of business and community leaders, we contribute our time, expertise, and financial resources to deliver and support programs that improve and enrich the lives of others. In so doing, we live the Rotary motto of “service above self.”

SANTA CLARA ROTARY FOUNDATION

The Santa Clara Rotary Foundation (SCRF) is a 501(c)(3) organization established in 1994 by the members of the Rotary Club of Santa Clara.

SCRF's mission is to support programs created and delivered by the Rotary Club of Santa Clara and other charitable organizations that provide assistance to members of our community both at home and abroad, including disaster relief around the world.

The SCRF solicits contributions from individuals and sponsorships from companies and organizations that wish to make a positive and lasting impact on the lives of others.

Rotary of Santa Clara



Becoming a corporate sponsor



WHY SPONSOR ROTARY OF SANTA CLARA?

Corporate sponsorships help Rotary of Santa Clara make a difference in the world, especially at this time when the need is so great but funding is scarce.

As a 100% volunteer organization we have near-zero administrative costs, which allows us to maximize the impact of your contribution to children in need and their families, youth who seek to better themselves, veterans, senior citizens, community-based charitable organizations, and those impacted by natural disasters.

Benefits for your company and employees.

- Awareness among thousands of appreciative children, youth, adults and families in the San Francisco Bay Area
- Branding of the events you want to associate with your organization
- Opportunities for your employees to volunteer at our events
- Exposure to tens of thousands of attendees at the Silicon Valley BBQ (SVBBQ) Championships, the largest Kansas City BBQ Society (KCBS) sanctioned event west of the Mississippi
- VIP treatment at the SVBBQ Championships with a Bistro Table, great for team building or entertaining clients
- Drive sales and shape consumer attitudes toward your brand
- Enhance your presence as a good corporate citizen and obtain positive publicity

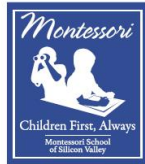
Rotary of Santa Clara



Thank you to our 2017-2018 sponsors



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Sports
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Rotary of Santa Clara



Signature Programs for 2018 - 2019



IN OUR COMMUNITY

- **Steps for Success** – Shoes for 600 children in need
- **Firehouse Run** – Supporting our schools & our veterans
- **Marsalli Family Thanksgiving** – a holiday meal for over 750 seniors, veterans, and less fortunate people
- **Christmas for Kids** – A celebration for 200 underserved elementary school children
- **Enterprise Leadership Conference** – Entrepreneurship training for 90 High School Juniors
- **College Scholarships** – Awarded to 4 Vocational/Junior College students annually
- **Rebuilding Together** – Renovating homes of veterans and seniors
- **JW House** – Meals for families facing medical crises
- **Annual Speech Contest** – Aiding High School students
- **Parents Helping Parents** – Assist parents with decisions about purchasing technology
- **Don Callejon School Community** – Build a playhouse
- **Wilcox HS Robotics Club** – Buy equipment
- **Santa Clara City Library Foundation**
- **Disaster Relief** – in the US and abroad

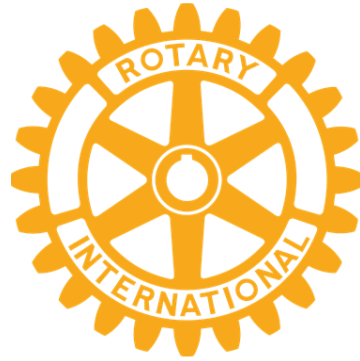
INTERNATIONAL

- **Eradicate polio worldwide**
- **Infrastructure Development** – Education, Water, Power
- **Steps for Success** – shoes for children in need
- **Rotary International Youth Exchange** – peace through understanding

SIGNATURE FUNDRAISING EVENT

- **Silicon Valley BBQ Championships**

Rotary of Santa Clara



Sponsorship & Branding Opportunities



Christmas
for Kids



College
Scholarships

Rotary of Santa Clara



Christmas
for Kids



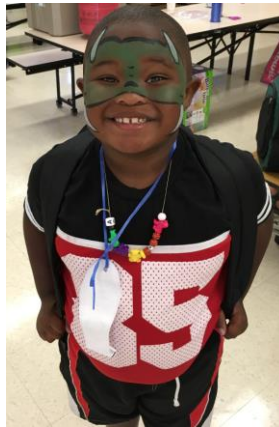
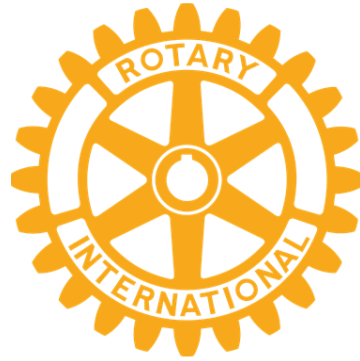
Christmas for Kids

“The most fun was getting presents and meeting Santa.”

- A celebration for 200 elementary school students who enjoy a warm meal, receive a new winter coat, and a wish-gift from Santa
- “Ms. Claus’s Store” and wrapping station to select a gift to take home for a family member
- Crafts, face painting, singing and more

We have made a Christmas difference for more than 3,000 children since 1996. The children typically come from families facing economic hardships – parents who are underemployed, have lost their home, or face other crises. Some are in special education. Some have behavior problems and some are English language learners. For many, these may be the only gifts they receive for Christmas.

Rotary of Santa Clara



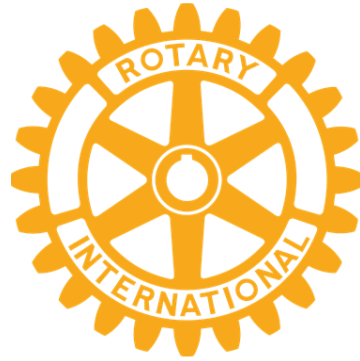
Steps for Success

"I love them! Thank you!"

- The first step for success is a new pair of shoes and socks.
- In 2018 we provided over 500 children with new shoes, our goal for 2019 is 1,000.
- Each child receives a pair of New Balance shoes, socks, a new book, and a goody bag.
- Students and their families also enjoy crafts, face painting, story telling, and visits from the Santa Clara Police Dare Car and Library Bookmobile.

Each Fall since 1998, we've provided new shoes to children from low-income families. Serving an average of 500 children each year, we've distributed over 10,000 pairs of shoes. In 2017 we distributed shoes in India and in 2018 in Honduras as well.

Rotary of Santa Clara



www.thefirehouserun.com

Firehouse Run

“Run when you can, walk if you have to, crawl if you must; just never give up.”

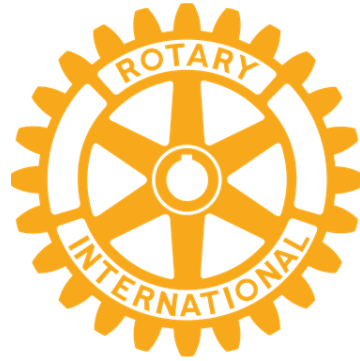
What began in 2017 as the inaugural Mission City Veteranrun continues in 2018 as the Firehouse Run, benefitting the Santa Clara Unified School District and Military Veterans in our community.

Our goal is to bring the community together – families, first time racers, elite runners, and everyone in between – for a fun event, with the larger goal of enhancing the education provided to the children in Santa Clara, and supporting our military veterans!

Beneficiaries of the Firehouse Run include:

- Santa Clara Schools Foundation
- Homeless Veterans Rehabilitation Program
- United Veterans Council of Santa Clara County

Rotary of Santa Clara



2019 Enterprise Leadership Conference

“This was so helpful, and more informative than any AP or College Prep class.”

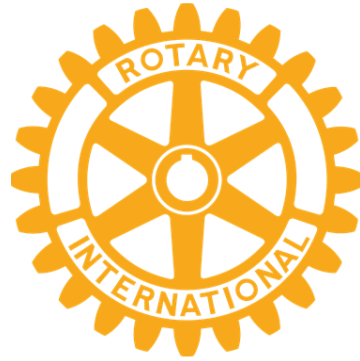
For 10 years five Silicon Valley Rotary clubs have hosted this three-day leadership development program for high school juniors.

At the Conference, business leaders, present key concepts such as management structure, finance, marketing, product/service development, and human resources. The students then use these concepts to develop a virtual company with a virtual product or service. On the final day, each team presents their business plan to a panel of judges. The teams are evaluated on the degree to which they've applied the key concepts to create a company and their skills in presenting their vision to the judges.



www.elcsvw.org

Rotary of Santa Clara



2018 Rebuilding Together Project

*“Everyone deserves to live in a safe
and healthy home.”*

In 2018 we will do our first project with Rebuilding Together. We'll supply the funding and the labor, and they will find and manage the project.

Working with Rebuilding Together we'll transform homes and lives by providing critical repairs and accessibility modifications at no cost to low-income homeowners.

The majority of the low-income homeowners we'll serve are elderly seniors and/or people with disabilities, who are physically and financially unable to maintain safe and warm living conditions for themselves and their families. Through this work we'll also revitalize and stabilize vulnerable neighborhoods in our community.



Rotary of Santa Clara



"I dreamed of pursuing a higher education, but the prospect at the time seemed bleak. When I was awarded the scholarship, I was filled with hope, excitement, and gratitude.... I never forgot the opportunity the Rotary Club gave me. Thank you does not seem enough. Words fail me when I try to describe how much it meant to me back then knowing that a group of people believed enough in me and my dreams to invest their hard earned money. I never forgot the Rotary motto "Service Above Self". Over the years, I have organized blood drives, supported higher education, advocated for foster youth, assisted those in crisis, and provided grief support to little ones that have lost someone they love. I have also gone on to earn three associate degrees with honors from Mission Community College, my bachelor's degree with honors from San Jose State University, and this coming fall I am going back to pursue my master's degree in Social Work."

College Scholarships

"Thank you does not seem enough."

Each year we award four Rotary Scholarships to students with GPAs between 2.5 and 3.25 who choose to attend community college or trade school. These scholars can receive \$2,000 per year for up to four years if they remain full time students and maintain the required GPA.

We target these students because they are often minority students from lower income homes who have potential but they are not served by other scholarship programs.

For over 25 years we have provided over 100 students with more than \$300,000 in scholarships.

Rotary of Santa Clara



Opportunities for SVBBQ Sponsors

- Event Signage
- Dedicated Web Site
- Mention in advertisements & PR
- Guest judge
- VIP Bistro Table

New for 2019 – Major League Eating Contest

- More opportunities for TV, Radio, Social Media coverage



www.svbbq.com



Silicon Valley BBQ Championships

“The largest KCBS-sanctioned BBQ Championships west of the Mississippi.”

- 30,000 Visitors
- 60 Pro Teams, 40 Backyard Teams
- Exclusive VIP Bistro for Sponsors
- 9 Acre BBQ City
- 12,000 Sq. Ft. Under Circus Tents
- 120 Foot Wine Barrel Bar
- 35,000 Peoples Choice 2 oz. Samples
- 85 Kegs of Beer
- 20 Cases of Wine
- 40 Cases of Soda
- 2,100 Bottles of Water
- 5 Tons of Ice

Rotary of Santa Clara



2018 - 2019 Sponsorship Packages

CHOOSE THE AMOUNT YOU WANT TO CONTRIBUTE

- ✓ We gratefully accept all contributions, large or small, including monetary contributions and in-kind donations.
- ✓ Earmark your contribution for specific programs and events or choose to contribute to our general fund
- ✓ Your company's logo will appear on all signage related to the programs or events you choose to sponsor

VOLUNTEER OPPORTUNITIES

- ✓ If you or your employees would like to volunteer at any of the events you sponsor, we welcome your participation! Volunteering together is great for team building!

MAIN EVENT SPONSOR

- ✓ With a contribution of \$10,000 or more your company can be a Main Event Sponsor (except the SVBBQ)
- ✓ Your company's logo will appear on a 10' x 5' banner at the event
- ✓ We will specifically mention your company as the Main Event Sponsor in all press releases, related publicity, and any SC Rotary website pages related to the event

SVBBQ VIP BISTRO TABLE

- ✓ All sponsors who contribute \$2,500 or more are eligible for a VIP Bistro Table at the annual Silicon Valley BBQ Championships (see following page for details)
- ✓ You can choose whether to include your logo on BBQ signage or not



Christmas
for Kids



Rotary of Santa Clara



SVBBQ Sponsorship Packages

June 21 – 22, 2019

MAIN EVENT SPONSOR \$25,000

- ✓ Large Banner (10' X 15') displayed above main stage
- ✓ #1 Oversized logo on Winners' Circle Banner
- ✓ #1 Oversized logo on VIP Bistro signage
- ✓ #1 Lead in all SVBBQ social media, radio, and TV advertising/promo
- ✓ Full-page ad on SVBBQ website
- ✓ VIP Bistro table – 10 guests x 2 days (20 total)
- ✓ Couponing/handouts

FILLET SPONSOR \$15,000

- ✓ Large Banner (6' X 8') displayed above main stage
- ✓ #2 Oversized logo on Winners' Circle Banner
- ✓ #2 Lead in SVBBQ social media, radio, and TV advertising/promo
- ✓ Half-page ad on SVBBQ website
- ✓ VIP Bistro table – 10 guests x 2 days (20 total)
- ✓ Logo on all VIP Bistro signage

MAJOR LEAGUE EATING CONTEST SPONSOR \$25,000

- ✓ Large Banner (10' X 15') displayed above main stage
- ✓ #1 Oversized logo on Winners' Circle Banner
- ✓ #1 Oversized logo on VIP Bistro signage
- ✓ #1 Lead in all Eating Contest social media, radio, and TV advertising/promo
- ✓ Full-page ad on SVBBQ website
- ✓ VIP Bistro table – 10 guests x 2 days (20 total)
- ✓ Couponing/handouts

PRIME CUT SPONSOR \$7,500

- ✓ Banner (4' X 6') displayed on main stage fence
- ✓ #3 Oversized logo on Winners' Circle Banner
- ✓ Quarter-page ad on SVBBQ website
- ✓ VIP Bistro table – 10 guests x 2 days (20 total)
- ✓ Logo on all VIP Bistro signage

VIP BISTRO TABLE SPONSOR \$2,500

- ✓ Reserved table for 10 guests x 2 days (20 guests total)
- ✓ All you can eat BBQ, all you can drink wine, beer, soda.
- ✓ Logo on all VIP Bistro Signage (Internal & External).
- ✓ Free parking passes and parking shuttle.
- ✓ Bistro hours: Friday 5PM – 9PM. Saturday 2PM – 6PM.
- ✓ Great for team building and/or client entertainment.



www.svbbq.com

Rotary
of Santa Clara



***Thank You For Your
Consideration!***
