

Direct Contribution Sponsorship

For companies looking for maximum visibility while partnering with Rotary to cover the costs of producing the concert series, direct financial contribution is the easiest way to get involved. Details of the various levels of sponsorship including table, media, stage, and presenting sponsor are contained on the following pages.

Table Display:

- ***one*** of the three concerts \$150 per table location
- ***all three concerts*** \$400 per table location

Price includes one 6' rectangular table with plastic drape and two chairs w/parking pass. The Emcee will recognize your business and announce your location during the welcome speech and at the set break.

Stage Partner:

The stage partner sponsorship includes a table display as described above, your banner hung on the main stage, and the emcee will recognize your business and announce your location during the welcome speech and at the set break. If your company does not have a 4' x 3' banner, Rotary can recommend a local Rotarian owned business that can produce a banner for you.

- Stage Partner for any ***one*** of the three concerts \$300 per 4' x 3' banner
- Stage Partner for ***all three concerts*** \$800 per 4' x 3' banner

Pricing includes 1 parking pass, but does not include costs to produce the 4' x 3' banner. Rotary volunteers will hang and take down the banner for you.

Media Partner:

Your company's logo will appear on all promotional materials associated with the concerts publicity including print and electronic display advertising, press releases, event and Rotary websites, announcements from the stage, and recognition at the Rotary Club of Alameda's weekly lunch meetings. (Street banners are not included in the media partner.) The Media Partnership covers all advertising and publicity for three months of the concert season.

- **Media Partner for all three concerts \$1,500**

Be a Presenting Sponsor

For individuals, companies, or organizations that wish to make a major contribution to the Alameda Rotary Club's community grants program, becoming a Presenting Sponsor for one of the concerts represents the ultimate commitment to the community.

- **Presenting Sponsor for \$2500 per concert**

As a Presenting Sponsor, your company or organization will be recognized for its commitment to the community in all media and promotional opportunities including:

- Table at all three Concerts at the Cove performances,
- Stage banner at all three Concerts at the Cove performances,
- Announcements from the stage indicating that the concert is presented by your company or organization,
- 60 second main stage message delivered by your company/organization spokesperson,
- Prominent listing of your company/organization in all print media for the sponsored concert,
- Your company logo with a link to your website on both the Concerts at the Cove and Alameda Rotary website,
- Ten drink tickets for you and your guests to enjoy a beverage from local wineries and craft breweries,
- VIP parking for two vehicles inside the park,
- Invitation to the Rotary Club of Alameda luncheon where the community grants will be presented, and
- Alameda Rotary will invite your company to one of its lunch meetings where your contribution to Concerts at the

Cove Music Series and commitment to the ideals of Rotary's *Service Above Self* will be recognized. Your company will receive an invitation for four employees to attend and dine as Alameda Rotary's guest.

In Kind Sponsorship

In order to produce the Concerts at the Cove music series, the Rotary Club of Alameda rents equipment and purchases products and supplies. By reducing these expenses, the Club cuts costs and is able to direct more money to the community grants program. If your organization has access to any of the following items or reimburses the Club for its expenditure, the available funding for the community grants program grows dollar for dollar. The cash equivalent of each item is provided in parenthesis after the item.

The Alameda Rotary Endowment Foundation is a 501(c)(3) non-profit organization. To the extent that the donor does not receive a benefit from the donation, the full value of the donation might be deductible to qualified individuals. Check with your tax professional before donating to be sure you qualify for the deduction.

Items needed for each one of the three concerts:

- STAGE (\$1,700) - 20' W x 16' D x 3' H heavy-duty stage with steps, railing, and black skirting.
- SOUND SYSTEM (\$2500) - capable of delivering high quality sound in an outdoor environment.
- GENERATOR (\$500) - 25KW(70a 3ph) Generator w/100' cable (specifications available on request).
- BAND (\$1,500) - Contact Jeff Cambra at (510) 865-3636 for qualifications.
- BEER (\$400) - Two kegs of local beer (one lighter style/one full bodied) with dispensing system.
- WINE (\$600) - Total of six cases of wine, one red and one white from each of three local wineries.
- ICE (\$75) - 150 lbs. of cubed ice.
- BEVERAGE SERVICE SUPPLIES - (\$100)
- PRINT AD (\$200 each) - Two - 3 column by 5" ads in the Alameda Sun or Alameda Journal
- PRINT AD (\$500 each) – One - 3 column by 8" ad in the East Bay Express

For sponsorship, please contact:

Jeff Cambra – Concerts at the Cove Chairman
510-865-3636 (info@festivalproductions2.com)

Todd Wellnitz – President, Rotary Club of Alameda
415-846-1521 (todd@wellguardinsurance.com)

Once the exact details of your sponsorship are finalized, you will receive a letter from Alameda Rotary confirming the benefits of your sponsorship and information regarding the mechanics of participation.