

*Strauss Festival of Elk Grove presents....*

# 2017 Masquerade Ball

## Moonlight & Martinis

*"An Evening of Sparkling Martinis &  
Swingin' Music Done Vegas Style"*



Saturday, October 21, 2017  
6pm to 11pm  
Laguna Town Hall, Elk Grove

*SPONSORSHIP OPPORTUNITIES*

# 2017 Masquerade Ball

## Moonlight & Martinis



### EVENT DESCRIPTION

The Masquerade Ball is a major fundraising event of the Strauss Festival of Elk Grove. “Moonlight & Martinis” will feature an extraordinary evening of entertainment, dinner and dancing. The Masquerade Ball will feature an elegant four-course dinner, live and silent auctions, along with live music and dancing. The event be a formal/semi-formal affair with masks encouraged. Prizes will be awarded for the best period costumes from the Rat Pack and 1960’s Las Vegas era. Funds raised in connection with the Masquerade Ball will support the annual Strauss Festival.

### ABOUT US

The Strauss Festival of Elk Grove is a 501(c)(3) nonprofit organization that relies on financial support from businesses, community organizations, and individuals. Our supporters in the Greater Sacramento region believe in the promotion of public access to the arts. The annual Strauss Festival is an outdoor, free to the public staged dance production at Elk Grove Regional Park that attracts thousands of people annually. “Enchanting,” “magical,” and “romantic” are just a few adjectives commonly used to describe the evening performances, which each year feature a different choreographed storyline set to music by the family of Austrian composer Johann Strauss, played by a live orchestra. Bringing the story to life are elegant costumed waltz, quadrille, polka and youth troupes. We insist that this event must remain free of charge.....for seniors.....for families.....for anyone who wishes to attend.

### SPONSORSHIP BENEFITS

Sponsorship provides unique marketing and advertising opportunities through which potential customers will see your name and logo and know you support a unique Elk Grove tradition and the classical performing arts in our community. The arts are essential to the health and vitality of our region and a vibrant arts community enhances the quality of life for all. In addition, the Masquerade Ball is an excellent opportunity to entertain clients and all sponsors will receive complimentary tickets to the event. Your sponsorship shows your clients and other community members your commitment to our local region and the benefits of a thriving arts community. The 2017 Masquerade Ball will draw an anticipated 200 guests, including many community leaders. Sponsorship is an effective way to reach this audience at the event and in the months to come. You will receive benefits through the 2018 Strauss Festival as detailed in the sponsorship levels.



# Sponsorship Opportunities



## Chairman of the Board Sponsor - \$5,000

### Advertising Benefits (Fair Market Value - \$1,000)

- Prominent company logo on table identity signage
- Opportunity to speak at event
- Full page ad in event program
- Major sponsor recognition in all event advertising, email, and social media
- Banner recognition at entrance to event
- Recognition at event during emcee remarks
- Opportunity to place 200 promotional items in attendee gift bags
- Logo and link on Strauss Festival website through the July 2018 Strauss Festival

### Event Benefits (Fair Market Value - \$400)

- One VIP table of eight

Plus - Strauss Festival benefits at the "Benefactor" level for the 2017 and 2018 Strauss Festival\*

## High Roller Sponsor - \$1,250

### Advertising Benefits (Fair Market Value - \$250)

- Quarter page ad in event program
- Recognition in all event advertising
- Recognition at event during emcee remarks
- Opportunity to place 200 promotional items in attendee gift bags
- Logo and link on Strauss Festival website through the July 2018 Strauss Festival

### Event Benefits (Fair Market Value - \$400)

- One table of eight

Plus - Strauss Festival benefits at the "Supporter" level for the 2017 and 2018 Strauss Festival\*

## Kings of Cool Sponsor - \$2,500

### Advertising Benefits (Fair Market Value - \$500)

- Half page ad in event program
- Recognition in all event advertising, email, and social media
- Banner recognition at entrance to event
- Recognition at event during emcee remarks
- Opportunity to place 200 promotional items in attendee gift bags
- Logo and link on Strauss Festival website through the July 2018 Strauss Festival

### Event Benefits (Fair Market Value - \$400)

- One table of eight

Plus - Strauss Festival benefits at the "Sponsor" level for the 2017 and 2018 Strauss Festival\*

## In the Groove Sponsor - \$750

### Advertising Benefits (Fair Market Value - \$150)

- Logo in event program
- Recognition in all event advertising
- Recognition at event during emcee remarks
- Opportunity to place 200 promotional items in attendee gift bags
- Logo and link on Strauss Festival website through the July 2018 Strauss Festival

### Event Benefits (Fair Market Value - \$200)

- Four tickets to event (half table)

Plus - Strauss Festival benefits at the "Contributor" level for the 2017 and 2018 Strauss Festival\*

\* Sponsor will receive full sponsor benefits for the Strauss Festival in 2017 and 2018 provided sponsorship is pledged and paid prior to June 30, 2017. Sponsorships received after this date will receive benefits through the 2018 Strauss Festival only.



# Sponsorship Pledge Form



Please print all names legibly and exactly as they should appear in all event publications.

## **SPONSOR CONTACT:**

Today's Date: \_\_\_/\_\_\_/\_\_\_ Business Name: \_\_\_\_\_

Donor's Name (how you wish it to appear on printed materials): \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mail Invitations and Tickets to (if different from above): \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## **TYPE OF SUPPORT:**

Sponsorship Level: \_\_\_\_\_ Amount \$ \_\_\_\_\_

Event Program Ad (if not included in sponsorship level) \$ \_\_\_\_\_

Donation Only (no tickets or sponsorship desired) \$ \_\_\_\_\_

**TOTAL AMOUNT DUE \$ \_\_\_\_\_**

Special instructions/comments: \_\_\_\_\_

Please contact the following individuals/companies for possible sponsorship or in-kind support: \_\_\_\_\_

## **BILLING INFORMATION** (payments must be received to be listed in printed materials):

**Credit Card:**  VISA  MasterCard  Discover  American Express

Name (as it appears on the card) and Billing Address: \_\_\_\_\_

Card #: \_\_\_\_\_ CVV Code: \_\_\_\_\_ Exp. Date: \_\_\_/\_\_\_/\_\_\_

**Check:** Enclosed is my check for \$ \_\_\_\_\_ made payable to Strauss Festival of Elk Grove

Donor's Signature: \_\_\_\_\_ Date: \_\_\_/\_\_\_/\_\_\_

**Deadlines for inclusion: September 1, 2017 - Poster; October 1, 2017 - Program and Gift Bags**

Sign and mail original form to:  
**STRAUSS FESTIVAL OF ELK GROVE, INC.**  
**P.O. BOX 309 ~ ELK GROVE, CA 95759-0309**  
PHONE: (916) 714-2527 EMAIL: info@straussfestival.com



# Sponsorship Advertising Opportunities



## PROGRAM ADS

### Advertising

### Deadline:

October 1, 2017

email electronic ads to:  
dpalmer\_cpa@yahoo.com

File formats accepted:  
.eps, .tif or .pdf (300 dpi)  
Outline or embed fonts  
Ads are black & white

- Full-Page.....\$250  
4.5”w. x 7.5”h.
- Half-Page.....\$150  
4.5”w. x 3.75”h.
- Quarter-Page.....\$100  
4.5”w. x 1.875”h. (Horizontal)
- 2.25”w. x 3.75”h. (Vertical)
- Business Card.....\$75  
3.5”w. x 2”h.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Telephone: \_\_\_\_\_

Please complete payment section of page 3 “Sponsorship Pledge Form.” Sign and mail this Program Ad request and page 3 “Sponsorship Pledge Form” to:

**STRAUSS FESTIVAL OF ELK GROVE, INC.**

**P.O. BOX 309 ~ ELK GROVE, CA 95759-0309**

PHONE: (916) 714-2527 EMAIL: info@straussfestival.com

## STRAUSS FESTIVAL DONATION LEVELS AND BENEFITS

*Provided With Masquerade Ball Sponsorship Opportunities (see page 3)*

| SPONSOR LEVELS     | DONATION | FESTIVAL VIP SEATS | FESTIVAL FREE VIP PARKING | FESTIVAL PROGRAM AD | SPONSORSHIP RECOGNITION | WEB PAGE PROMOTION | FESTIVAL PROGRAM PROMOTION | FESTIVAL BANNER PROMOTION | SPECIAL EVENTS PROMOTION  |
|--------------------|----------|--------------------|---------------------------|---------------------|-------------------------|--------------------|----------------------------|---------------------------|---|
| <b>BENEFACTOR</b>  | \$5,000  | 4 each show        | 2 each show               | 1/4 page            | Plaque                  | Company Logo       | Sponsor Logo and Listing   | Company Logo              | Shown as Festival Sponsor in Special Event Promotional Material for 12 months after Month of Donation |
| <b>SPONSOR</b>     | \$2,500  | 6 one show         | 3 one show                | n/a                 | Plaque                  | Listing            | Listing                    | Listing                   |   |
| <b>SUPPORTER</b>   | \$1,000  | 4 one show         | 2 one show                | n/a                 | Certificate             | Listing            | Listing                    | Listing                   |   |
| <b>CONTRIBUTOR</b> | \$500    | 2 one show         | 1 one show                | n/a                 | Certificate             | n/a                | n/a                        | n/a                       |   |



# Auction Donation Form



Please print all names legibly and exactly as they should appear in all event publications.

## **DONOR INFORMATION:**

Today's Date: \_\_\_/\_\_\_/\_\_\_ Business Name: \_\_\_\_\_

Donor's Name (*how you wish it to appear on printed materials*): \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

I/We wish to remain anonymous (please do not recognize in any printed materials)

This donation becomes the property of Strauss Festival of Elk Grove. Strauss Festival of Elk Grove, Inc. is a 501(c)(3) non-profit organization. As such, the value of this donation is tax deductible. IRS regulations require us to state that we provided no goods or services to you in exchange for this contribution. Our tax identification number is 68-0099721.

## **ITEM DESCRIPTION:**

Name of Item/Service Donated: \_\_\_\_\_

Description of Item/Service: \_\_\_\_\_

Restrictions/Expiration Date: \_\_\_\_\_

Does a gift certificate need to be printed by the Strauss Festival?  Yes  No

THE VALUE  
OF YOUR DONATION

## **PROCUREMENT INFORMATION:**

A separate gift card is attached / enclosed

Donor will deliver or mail the donated item

Donor requests pick-up of the donated item Date for pick-up: \_\_\_/\_\_\_/\_\_\_

**THANK YOU FOR YOUR SUPPORT OF THE STRAUSS FESTIVAL OF ELK GROVE!**

