

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
BENEFACTOR	\$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
SPONSOR	\$2,500	6 one show	3 one show	n/a	Plaque	Listing	Listing	Listing	
SUPPORTER	\$1,000	4 one show	2 one show	n/a	Certificate	Listing	Listing	Listing	
CONTRIBUTOR	\$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!

