

August 4, 2019



Dear Veteran Supporter:

Plans for the annual Salute to Veterans Parade and Expo are well underway. We anticipate this year's celebration will be the largest and most successful to date. Thank you for your interest in helping to demonstrate the community's gratitude and recognition for our active duty and former military members' service. Your spirit and thoughtful participation is key to a successful event to honor so many.

Mark your calendar for 10:00 a.m. on Saturday, November 9th to join us honoring veterans of all eras and those in active military service. We'll cheer as they march or ride down Magnolia Avenue from RRC to the Historic County Courthouse on Main. As is our custom, they will be accompanied by motorcycle escorts, mounted posse, military vehicles, dance teams, bands, car clubs and thrilling aircraft flyovers, all sharing one mission: to honor and celebrate service to our nation. Following the parade, join us at our Expo highlighting parade participants and organizations providing services and special offerings to veterans.

Your leadership will help make the Parade and Expo a successful regional event. Last year 5,000 people attended, most of them families with children. There are no fees to participate in the parade or expo. A nominal fee is charged to expo presenters if they are not a recognized non-profit, parade entry or sponsor.

The event is organized and produced by community volunteers and relies on contributions of generous individuals, organizations and businesses to fund our costs. We welcome you to join us as a volunteer, participant and sponsor.

As a sponsor, you will be featured prominently on the parade website (asalutetoveterans.org) and in the marketing materials. Your sponsorship will be recognized as noted in the attached donation information. We are happy to answer your questions or personalize your recognition per your request.

Sincerely Yours,

The Veterans Parade and Expo Committee

Donation Commitment Form

Name of Sponsor or Company _____
(Exactly as you would like it to appear on all media)

Contact Name Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Please indicate your level of donation

- | | |
|-------------------------------------|---------------------|
| <input type="checkbox"/> Presenting | \$25,000 and over |
| <input type="checkbox"/> General | \$24,999 - \$15,000 |
| <input type="checkbox"/> Colonel | \$14,999 - \$10,000 |
| <input type="checkbox"/> Major | \$9,999 - \$5,000 |
| <input type="checkbox"/> Captain | \$4,999 - \$2,500 |
| <input type="checkbox"/> Lieutenant | \$2,499 - \$1,000 |
| <input type="checkbox"/> Sergeant | \$999 - \$500 |
| <input type="checkbox"/> Cadet | \$499 - \$101 |
| <input type="checkbox"/> Patriot | \$100 - \$50 |

Please specify: _____ *Monetary Sponsorship* _____ *In-Kind Sponsorship*

***Note, if in-kind is intended please provide details and attach separately or contact event coordinator.**

By signing below, you or your organization agrees to be a Salute to Veterans Parade Partner as indicated above. Your generous contribution enables our mission to honor and support those who serve these United States.

Due to Print, and Program scheduling, please send this Sponsorship Commitment Form to us by September 25, 2019.

Signature of Authorized Contact _____ Date _____

Payment/Billing Information

Please note that **A Salute to Veterans Parade Committee** is the fiscal receiver for the 2019 parade. Your sponsorship check should be addressed to them; they will then send you a receipt for tax and accounting purposes. Please call or email if you have questions. Thank you again.

- ___ **A check payable to the *A Salute to Veterans Parade Committee* (P.O. Box 51275 Riverside, CA 92517) is enclosed.**
- ___ **Please invoice me for the Donation.**
- ___ **I will donate through ASaluteToVeterans.org**

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor (\$25,000 and over)

Recognition as “Official Presenting Sponsor”
Prominent Identification on all printed marketing materials (ads, program, flyers, posters etc.)
Recognition in Committee issued press releases
Link to your website from Parade website
Name and/or logo displayed at Parade Command Center in RCC staging area
Name and Logo on event Program as Sponsor
Name and/or logo on event maps
Recognition on social media outlets
Verbal recognition during viewing stage announcements
Banner on reviewing stage identifying you as Presenting Sponsor
Reserved seating for up to 8 on reviewing stage, with light refreshments available
Window decals and printed certificates recognizing you as the presenting sponsor

General Sponsor (\$24,999 - \$15,000)

Recognition as “Sponsor” on event related marketing
Identification on printed marketing materials (ads, programs, official flyers, posters etc.)
Link to your website from Parade website
Name and or Logo on event maps
Name and logo on event Program as General sponsor
Recognition on social media outlets
Printed poster displayed on reviewing stage identifying General Sponsors
Reserved seating for up to 4 on reviewing stage, with light refreshments
Window decals and printed certificates recognizing you as a General sponsor

Colonel Sponsor (\$14,999 - \$10,000)

Logo and or name on printed marketing materials including print advertisements & official flyer
Logo on website
Logo on event maps
Name and or logo on event Program as Colonel sponsor
Recognition on social media outlets
Access to reserved seating near the reviewing stage area
Window decals and printed certificates recognizing you as a sponsor

Major Sponsor (\$9,999 - \$5,000)

Logo or name on website
Logo on printed marketing materials including print advertisements and official Parade flyers
Name on event Program as Major sponsor
Recognition on social media outlets
Window decals and printed certificates recognizing you as sponsor

Captain Sponsor (\$4,999 - \$2,500)

Logo or name on website
Name or logo on official Parade flyer, which is distributed both in print and in digital form
Name on event Program as Captain sponsor
Recognition on social media outlets
Window decals and printed certificates recognizing you as a sponsor

Lieutenant Sponsor (\$2,499 - \$1,000)

Logo or name on Website

Recognition on social media outlets

Name on event program as a Lieutenant sponsor

Window decals and printed certificates recognizing you as a sponsor

Sergeant Sponsor (\$999 - \$500)

Name on Website

Mention on social media outlets

Name on event Program as a Sergeant Sponsor

Printed certificate recognizing you as a sponsor

Cadet Sponsor (\$499 - \$101)

Name on event program as a Cadet sponsor

Printed certificate recognizing you as a supporter

Patriot (\$50-\$100)

Printed certificate recognizing support

*Should you have any questions please contact Event Coordinator Salynn Simon,
951-295-0534, sjsewak@gmail.com*