



*School Fuel presents*  
**2019 Tour of Novato & Community Fair**  
*Saturday May 4th, 2019 7:00am to 1:00pm*  
*Sherman Avenue, Downtown Novato*

**EVENT SPONSORSHIP REGISTRATION FORM**

PLEASE COMPLETE THIS FORM. MAKE A COPY FOR YOUR RECORDS, AND RETURN THE COMPLETED FORM WITH YOUR PAYMENT TO SCHOOL FUEL. School Fuel is a 501(c)(3) charity, Tax ID# 48-1302986

**DEADLINE FOR EVENT SPONSORSHIP REGISTRATION IS 2 WEEKS PRIOR TO APPLICABLE PUBLICATION DATES, AND THE DATE INDICATED FOR ALL OTHER BENEFITS OF SPONSORSHIP (SEE PAGE 2 FOR BENEFITS)**

**Event Sponsor Information** (please print clearly):

Event Sponsor's Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

Email Address: \_\_\_\_\_ Phone #: \_\_\_\_\_

Website URL: \_\_\_\_\_

School Fuel has my permission to list my name as a sponsor in their publications and signage.

**Event Sponsor's Level of Giving (Check all that apply) See page 2 for more details**

Platinum Sponsorship ..... \$5,000 Non-Publication Deadline is 4/14/19 (2 Available)

Gold Sponsorship ..... \$2,500 Non-Publication Deadline is 4/14/19 (6 Available)

Silver Sponsorship ..... \$1,000 Non-Publication Deadline is 4/14/19 (12 Available)

Bronze Sponsorship ..... \$500 Non-Publication Deadline is 4/14/19 (No Limit)

Booth Sponsorship ..... \$250 Deadline is 4/19/19 (Includes a Canopy, table and 2 chairs)

Friend of Novato Schools ..... \$100 Deadline is 4/29/19 for promotional items to be included

In-Kind or Other Sponsorship .... \$ (See In-Kind Donation Rules)

**Please send a digital copy of your company/organization logo to [TOGETHER@TOUROFNOVATO.ORG](mailto:TOGETHER@TOUROFNOVATO.ORG)**

**Payment Method: (CHECK ONE)**  Check  Credit Card  Please invoice\* (signature required)

**Checks can be made payable and mailed to: School Fuel, 448 Ignacio Blvd. #410, Novato, CA 94949**

Please bill my Credit Card:  Visa  Master Card  AMEX

Credit Card #: \_\_\_\_\_

Expiration: \_\_\_\_\_ Security Code: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Name as it appears on the card: \_\_\_\_\_

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

**Authorized Person's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**TO LEARN MORE ABOUT HOW TO BECOME A SPONSOR, OR OTHER WAYS TO SUPPORT SCHOOL FUEL'S MISSION TO ENRICH EDUCATION NOVATO'S PUBLIC SCHOOLS, PLEASE EMAIL US AT: [SPONSOR@TOUROFNOVATO.ORG](mailto:SPONSOR@TOUROFNOVATO.ORG)**

***WWW.TOUROFNOVATO.ORG***



## TOUR OF NOVATO & COMMUNITY FAIR SPONSOR INFORMATION

### Platinum Sponsor \$5,000

- ❖ Company logo and/or name proportionate with level of sponsorship on all promotions and publicity including:
  - Special E-flyer sent to 3,500+ elementary school households
  - ENews notifications sent to parents at every school, and Bi-Monthly Eblast notifications sent to participants
  - Event Posters
  - Event shirts given to individual participants
  - Tour of Novato Website
- ❖ Event Signage proportionate with level of sponsorship
- ❖ Banner ad on event website proportionate with level of sponsorship
- ❖ Double Community Fair Booth (10' x 20')
- ❖ Team Registration for up to 15 participants
- ❖ Dedicated area at Community Fair for your guests and employees to gather with special recognition
- ❖ Promotional Item Placement (Swag Bags)
- ❖ School Fuel Sponsor Window Cling

### Gold Sponsor \$2,500

- ❖ Company logo and/or name proportionate with level of sponsorship on all promotions and publicity including:
  - Special E-flyer sent to 3,500+ elementary school households
  - ENews notifications sent to parents at every school, and Bi-Monthly Eblast notifications sent to participants
  - Event Posters
  - Event shirts given to individual participants
  - Tour of Novato Website
- ❖ Event Signage proportionate with level of sponsorship
- ❖ Banner ad on event website proportionate with level of sponsorship
- ❖ Double Community Fair Booth (10' x 20')
- ❖ Registration for up to 8 participants
- ❖ Dedicated area at Community Fair for your guests and employees to gather with special recognition
- ❖ Promotional Item Placement (Swag Bags)
- ❖ School Fuel Sponsor Window Cling

### Silver Sponsor \$1,000

- ❖ Company logo and/or name proportionate with level of sponsorship on all promotions and publicity including:
  - Special E-flyer sent to 3,500+ elementary school households
  - ENews notifications sent to parents at every school, and Bi-Monthly Eblast notifications sent to participants
  - Event shirts given to individual participants
  - Tour of Novato Website
- ❖ Event Signage proportionate with level of sponsorship
- ❖ Banner ad on event website proportionate with level of sponsorship
- ❖ Community Fair Booth (10' x 10')
- ❖ Registration for up to 4 participants
- ❖ Big Wheel Pavilion sponsor recognition and access for 4 guests
- ❖ Promotional Item Placement (Swag Bags)
- ❖ School Fuel Sponsor Window Cling

### Bronze Sponsor \$500

- ❖ Company logo and/or name proportionate with level of sponsorship on all promotions and publicity including:
  - Bi-Monthly Eblast notifications sent to participants
  - Event shirts given to individual participants
  - Tour of Novato Website
- ❖ Event Signage proportionate with level of sponsorship
- ❖ Banner ad on event website proportionate with level of sponsorship
- ❖ Community Fair Booth (10' x 10')
- ❖ Registration for 2 participants
- ❖ Promotional Item Placement (Swag Bags)
- ❖ School Fuel Sponsor Window Cling

### Booth Sponsor \$250

- ❖ Community Fair Booth (10' x 10')
- ❖ Promotional Item Placement (Swag Bags)
- ❖ Inclusion on the Sponsor Passport
- ❖ School Fuel Sponsor Window Cling

### Friend Sponsor \$250

- ❖ Promotional Item Placement (Swag Bags)
- ❖ School Fuel Sponsor Window Cling



## *TOUR OF NOVATO & COMMUNITY FAIR SPONSOR INFORMATION*



### **Tour of Novato Team Hosting**

#### **How to host a team:**

1. Commit to the team raising at least \$500 above the cost of any registration fees. Paid sponsorships count towards the commitment.
2. Provide us with:
  - a. The fundraising goal and any other information you'd like to be included on the team fundraising page
  - b. Company Logo to be used on the team's fundraising page and promotional materials based upon your fundraising commitment
  - c. Team Captain's name, email address, and phone number. They'll be listed as the contact person on the team's fundraising page and given access tools to track and support the teams efforts.
3. Promote the event to your employees and customers.

#### **What to expect:**

1. We will provide your business with the Sponsorship Rewards commensurate with your fundraising commitment.
2. In the event that your team falls short of the goal you set, we will require you to make up any shortfall so please consider this when determining your team goal.
3. Let us know if you would like to cover the registration fees for your employees, otherwise each team member will be required to pay a registration fee during the sign up process on the Tour of Novato Website. Fees vary depending upon what options the team member chooses and when they register. Registration fees are used to cover the event expenses and therefore are not considered part of your sponsorship.
4. Each team member will receive lunch, a Performance T-Shirt, and event swag.
5. We will provide a space at the Community Fair for your team to gather to celebrate their involvement following their walk/ride.

#### **To learn more-**

about how to become a sponsor, or other ways to support School Fuel's mission to enrich education Novato's public schools, please email us at:

***Sponsor@TourOfNovato.org***