



## Explore Our Town

April 1st - May 1st, 2021

### 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 FOLLOWING PAGES)

**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 following pages for details .**

<input type="checkbox"/> Presenting Sponsorship ..... \$ 8,000	<input type="checkbox"/> Bronze Sponsorship ..... \$ 500
<input type="checkbox"/> Discovery Stop Sponsorship .... \$ 4,000	<input type="checkbox"/> Local Explorer Sponsorship ..... \$ 250
<input type="checkbox"/> Gold Sponsorship ..... \$ 2,500	<input type="checkbox"/> Friend Sponsorship ..... \$ 100
<input type="checkbox"/> Silver Sponsorship ..... \$ 1,000	<input type="checkbox"/> In Kind or Other Sponsorship ..... \$

Comment: \_\_\_\_\_

Digital copy of Company/Organization logo sent to [SPONSOR@TOUROFNOVATO.ORG](mailto:SPONSOR@TOUROFNOVATO.ORG)

**Payment Method: (CHECK ONE)**

CHECK: Make check payable to School Fuel, and mail to:  
School Fuel, 448 Ignacio Blvd. #410, Novato, CA 94949

INVOICE: Invoice will be mailed to contact name and address above.

CREDIT CARD: We will call the Contact Name and phone number above to process

**SPONSORSHIP AUTHORIZATION:**

**I AM AUTHORIZED TO COMMIT TO THE SPONSORSHIP INDICATED ABOVE ON BEHALF OF THE SPONSOR:**

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 IN NOVATO'S PUBLIC SCHOOLS, PLEASE EMAIL US AT:

[SPONSOR@TOUROFNOVATO.ORG](mailto:SPONSOR@TOUROFNOVATO.ORG)

### PRESENTING SPONSOR \$8,000

- ❖ Sponsor's logo proportionate with level of sponsorship on all promotions and publicity including:
  - ✓ Logo placement in promotional videos
  - ✓ Speaker opportunity at virtual event
  - ✓ Electronic flyers sent to all NUSD households (approximately 7,500)
  - ✓ Logo placement in School Fuel's monthly newsletter sent to all NUSD families plus additional 1,500 community members and friends
  - ✓ Recognition and partner profile on School Fuel's social media
  - ✓ Link on Tour of Novato website
  - ✓ Recognition in event ad in Marin IJ
  - ✓ Recognition in all School Fuel social media related to event
- ❖ Recognition as Presenting Sponsor on event signage
- ❖ Option to be recognized on one of the event badges or challenges (publicized on event website and in direct email to all participants)
- ❖ Banner ad on Tour of Novato event website
- ❖ Recognition on event shirt, and 15 complimentary individual registrations and/or 15 shirts provided to your organization
- ❖ Promotional item swag bag placement (300 minimum).

### DISCOVERY STOP SPONSOR \$4,000

- ❖ Sponsor's logo proportionate with level of sponsorship on all promotions and publicity including:
  - ✓ Logo placement in promotional videos
  - ✓ Electronic flyers sent to all NUSD households (approximately 7,500)
  - ✓ Logo placement in School Fuel's monthly newsletter sent to all NUSD families plus additional 1,500 community members and friends.
  - ✓ Recognition and partner profile on School Fuel's social media
  - ✓ Link on Tour of Novato website
  - ✓ Recognition in School Fuel social media related to event
- ❖ Recognition on Discovery Stop signage
- ❖ Option to be featured as sponsor of one of the mutually agreed upon Discovery Stop locations
- ❖ Banner ad on Tour of Novato event website
- ❖ Recognition on event shirt, and 10 complimentary individual registrations and/or 10 shirts provided to your organization
- ❖ Promotional item swag bag placement (300 minimum)

## **GOLD SPONSOR \$2,500**

- ❖ Sponsor's logo proportionate with level of sponsorship on all promotions and publicity including:
  - ✓ Logo placement in promotional videos
  - ✓ Electronic flyers sent to all NUSD households (approximately 7,500)
  - ✓ Logo placement in School Fuel's monthly newsletter sent to all NUSD families plus additional 1,500 community members and friends
  - ✓ Link on Tour of Novato website
  - ✓ Recognition in all School Fuel social media
- ❖ Recognition on Discovery Stop signage
- ❖ Banner ad on Tour of Novato event website
- ❖ Recognition on event shirt, and 5 complimentary individual registrations and/or 5 shirts provided to your organization
- ❖ Promotional item swag bag placement (300 minimum)

## **SILVER SPONSOR \$1,000**

- ❖ Sponsor's logo proportionate with level of sponsorship on all promotions and publicity including:
  - ✓ Electronic flyers sent to all NUSD households (approximately 7,500)
  - ✓ Logo placement in School Fuel's monthly newsletter sent to all NUSD families plus additional 1,500 community members and friends
  - ✓ Link on Tour of Novato website
  - ✓ Recognition in all School Fuel social media
- ❖ Recognition on Discovery Stop signage
- ❖ Banner ad on Tour of Novato event website
- ❖ Recognition on event shirt and 2 complimentary individual registrations and/or 2 shirts provided for your organization
- ❖ Promotional item swag bag placement (300 minimum).

## **BRONZE SPONSOR \$500**

- ❖ Sponsor's logo proportionate with level of sponsorship on promotions and publicity including:
  - ✓ Electronic flyers sent to all NUSD households (approximately 7,500)
  - ✓ Logo placement in School Fuel's monthly newsletter sent to all NUSD families plus additional 1,500 community members and friends
  - ✓ Link on Tour of Novato website
  - ✓ Recognition in all School Fuel social media
- ❖ Recognition on Discovery Stop signage
- ❖ Banner ad on Tour of Novato event website
- ❖ Recognition on event shirt and 1 complimentary individual registration and/or 1 shirt provided for your organization
- ❖ Promotional item swag bag placement (300 minimum)

## LOCAL EXPLORER SPONSOR \$250

- ❖ Sponsor's logo proportionate with level of sponsorship on promotions and publicity including:
- ❖ Electronic flyers sent to all NUSD households (approximately 7,500)
- ❖ Link on Tour of Novato website
- ❖ Recognition in select School Fuel social media
- ❖ Recognition on Discovery Stop signage
- ❖ Listing on Tour of Novato event website sponsor page
- ❖ Promotional item swag bag placement (300 minimum)

## FRIEND SPONSOR \$100

- ❖ Recognition on Discovery Stop signage
- ❖ Listing on Tour of Novato event website sponsor page
- ❖ Promotional item swag bag placement (300 minimum)

## DEADLINES

- Event website and social media will be launching in February 2021.
- Deadline for inclusion in print ad is March 9, 2021.
- Deadline for inclusion in promotional videos is March 1, 2021.
- Deadline for inclusion on event shirt is March 5, 2021.
- Promotional materials for swag bags must be received by March 15, 2021.

## TOUR OF NOVATO SPONSOR LOGO/ADVERTISING GUIDELINES

- Advertisements should be created at 300 pixels per inch.
- Sponsors that qualify for their logo to be placed on the event shirts should provide the logo:
  - ✓ In black and white or gray scale
  - ✓ Accepted file formats are EPS (Encapsulated Post Script) and uncompressed TIFF
  - ✓ All text in EPS files should be converted to outlines before sending to eliminate any missing typeface issues
- Sponsors that qualify for their logo to be included on the website and/or printed materials should provide their logo:
  - ✓ In Full color
  - ✓ Accepted file formats are EPS (Encapsulated Post Script) and uncompressed TIFF.
  - ✓ All text in EPS files should be converted to outlines before sending to eliminate any missing typeface issues
- If you have questions about advertising, please email [Together@TourOfNovato.org](mailto:Together@TourOfNovato.org) as soon as possible to ensure that the website is updated as soon as possible to get you the most exposure possible.

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)