

The Tour of Novato is the largest community fundraiser for Novato's schools. Please help by sponsoring this year's event. Together we can significantly impact the lives of more than 7,000 students.



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



SPONSOR LOGO GUIDELINES

- Sponsor Promotion happens Feb - May 2022
- Sponsors that qualify for their logo to be placed on the event shirts, website and/or printed materials should provide the logo:
 - In color and black & white
 - Accepted file formats are EPS (Encapsulated Post Script) and uncompressed high res TIFF
 - All text in EPS files should be converted to outlines



DEADLINES

- Deadline for inclusion in promotional video is **February 15, 2022**
- Deadline for inclusion on event shirt is **March 1, 2022**
- Deadline for inclusion in print ad is **March 9, 2022**
- Promotional materials for swag bags must be received by **March 15, 2022**

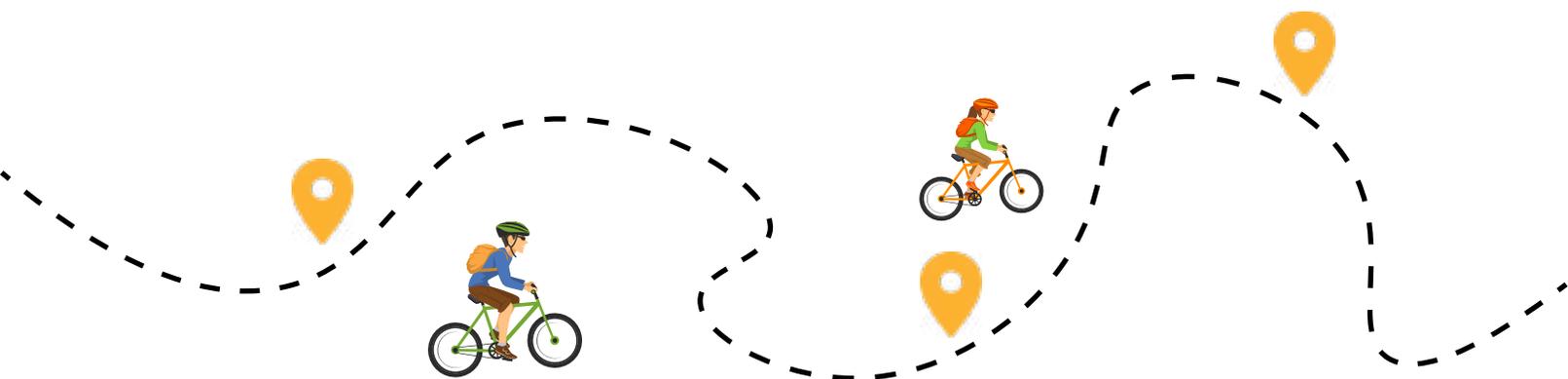


GOLD SPONSOR \$2,500

- 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 7,400)
 - » 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 School Fuel social media sponsor posts related to event
- 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 7,400)
 - » 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 School Fuel social media sponsor posts related to event
- 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 7,400)
 - » 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 School Fuel social media sponsor posts related to event
- 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)

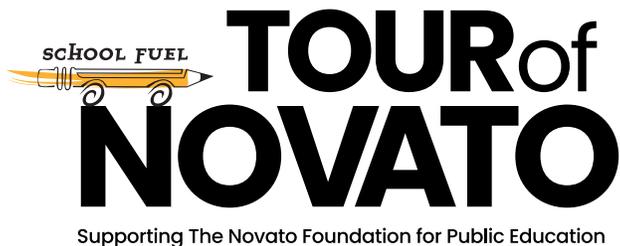
LOCAL EXPLORER SPONSOR \$250

- Sponsor's logo proportionate with level of sponsorship on promotions and publicity including:
- Electronic flyers sent to all NUSD households (approximately 7,400)
- 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)





EVENT SPONSORSHIP REGISTRATION FORM

Spring 2022

School Fuel, The Novato Foundation for Public Education is a 501(c)(3) charity, Tax ID# 48-1302986.

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.

- Presenting Sponsorship.....\$8,000
- Discovery Stop Sponsorship.... \$4,000
- Gold Sponsorship.....\$2,500
- Silver Sponsorship..... \$1,000
- Bronze Sponsorship.....\$500
- Local Explorer Sponsorship.....\$250
- Friend Sponsorship.....\$100
- In Kind or Other Sponsorship.....\$

Comment: _____

Digital copy of Company/Organization logo sent to 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 sponsors:

Authorized Person's Signature: _____ Date: _____

**RETURN YOUR COMPLETELY FILLED
SPONSORSHIP REGISTRATION FORM**

By Mail: School Fuel, 448 Ignacio Blvd., #410, Novato, CA 94949
By Email: sponsor@tourofnovato.org