

Back To The Boulevard

Franklin District Center

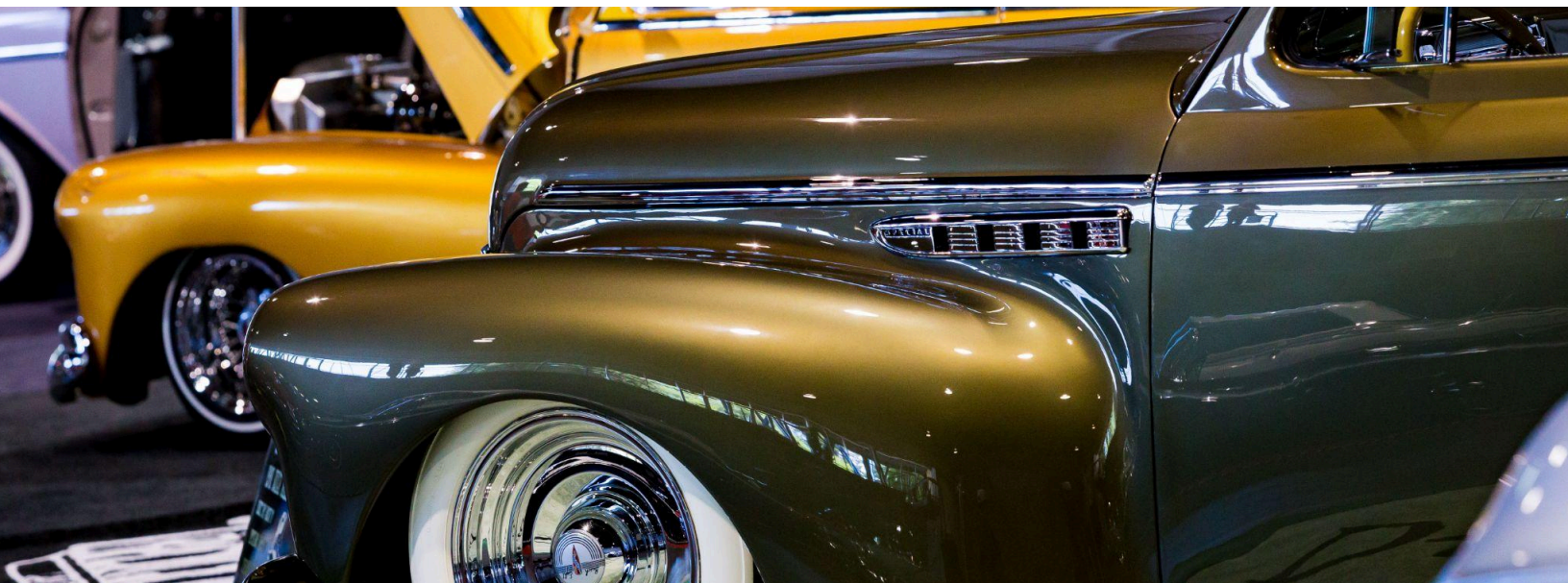
Sponsorship Packet

Sunday, April 28, 2024

Back to the Boulevard with the Franklin District present the Show & Shine Fiesta on Franklin Boulevard! This will be a memorable event that will showcase Franklin's roots, present and past. Please join us for this festive event!

You will be joining many other business owners located in Sacramento with your sponsorship. Your brand exposure with signage, your logo sponsorship, your product promotion, and direct contact with your audience can foster a bridge for future growth for your business; there is also the possibility of media exposure.

Our event has cultural values and family traditions that span over generations of united families. Join us by being a sponsor for our Show & Shine Fiesta at the Back to the Boulevard event.



| SPONSORSHIP LEVELS | Platinum \$15,000 | Gold \$10,000 | Silver \$5,000 | Bronze \$2,500 | Copper \$1,000 |
|---|------------------------------|--------------------------|---------------------------|---------------------------|---------------------------|
| Main Stage Sponsor with Signage; Logo on Event Photo Booth Photos | X | | | | |
| Media opportunities + mentions in all press coverage | X | | | | |
| Logo on advertisements, radio, banners, stickers, and other promotional materials | X | X | X | | |
| Street banner on Franklin Boulevard | X | X | | | |
| Public acknowledgment at the event | X | X | X | X | |
| Speaking opportunity at event | X | X | X | | |
| Logo on website | X | X | X | X | X |
| Logo on all print materials | X | X | X | X | |
| Logo on flyers | X | X | X | X | X |
| Large logo on (1"x1") on 4'x8' banners | X | X | X | | |
| Small logo (.5"x.5") on 4'x8' banners | | | | X | |
| Booth at event (for info or promotion) | X | X | X | X | X |
| Logo on front entry pass for vehicles | X | X | | | |
| Logo on back entry pass for vehicles | | | X | X | |

Sponsorship Application Form

Thank you for your interest in sponsoring Back to the Back to the Boulevard - Show & Shine Fiesta on Franklin Boulevard. Please **click here to access and complete the application form:** form.jotform.com/231984244397164

Payment Methods

Credit Card

Credit card payments can be submitted directly through the [Sponsorship Application](#) by selecting the *Credit Card* payment option.

Check

Please complete the [Sponsorship Application](#) form and select *Check* as the payment option. Make the sponsorship check payable to:

COR ENTERPRISE LLC

6430 Franklin Blvd Sacramento, CA 95823.

EIN: 821585039





EAST LAWN

CEMETERIES • FUNERAL HOMES
CREMATION • PREPLANNING

East Sacramento

4300 Folsom Blvd.
Sacramento, CA 95819
Lic. #FD-2340
Tel 916.732.2000
Fax 916.457.7739

Greenback Lane and I-80

5757 Greenback Lane
Sacramento, CA 95841
Lic. #FD-1242
Tel 916.732.2020
Fax 916.331.9830

South Sacramento

3939 Fruitridge Road
Sacramento, CA 95820
Lic. #FD-136
Tel 916.732.2026
Fax 916.732.2030

Elk Grove

9189 E. Stockton Blvd.
Elk Grove, CA 95624
Lic. #FD-1455
Tel 916.732.2031
Fax 916.685.2659

My name is Brian Baker, and I am the Director of Sales for East Lawn Memorial Parks and Mortuaries. We have three cemeteries and four mortuaries in the greater Sacramento area. One of our main imperatives is to grow our Hispanic heritage in our parks. In the past, we have set up booths at Catholic events, set up Spanish speaking seminars at our locations, and advertised in all forms of Hispanic media.

When Rene approached me about sponsoring the first Back to the Boulevard event, I thought it would be just another opportunity to get our name out there and talk to some people. I had no idea just how successful an event this would end up being. Not only did our staff get to enjoy the show, but we set 17 appointments and educated countless people on why they should choose East Lawn.

I've worked a lot of events in my career, and I have to say that it was refreshing to see thousands of people having the time of their lives with absolutely no violence. I've already budgeted for a more substantial sponsorship for this year's event.

Thank You,

Brian Baker
Director of Sales

www.eastlawn.com



My name is Marlena Klopp. I, along with my husband Richard, have owned and operated Gunther's Ice Cream, located on Franklin Blvd and 3rd Avenue for over 50 years.

When Rene asked us to sponsor the first Annual Back to the Boulevard event, we were excited to get involved. We felt this would be a great event for the area and what goes better with ice cream than classic cars.

A lot of the people we saw at last year's event are some of our long-time customers and those who weren't, were introduced to Gunther's Ice Cream for the first time. This event gave us the opportunity to support the community that has supported us for over 80 years.

We are proud and happy to be sponsors of this Sacramento event!

Sincerely,

Richard and Marlena Klopp.