

Back To CalEXPO

Sponsorship Packet

Saturday, June 17th, 2023

Back to the Boulevard presents Back to CAL EXPO with a historic first combination of a Custom Car Show and Concert Performance!

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 traditions that have been rooted from families for generations. Join us by being a sponsor for this first epic event at Back to CAL EXPO with CONCERT and CAR SHOW ALL in one!

Sponsorship Application Form

Thank you for your interest in sponsoring Back to the Boulevard at Cal Expo. Please complete the application by Friday, May 19, 2023. Applications submitted after May 19, 2023 will not be accepted.

[Please click here to complete the Sponsorship Application](#)



Sponsorship Levels and Pricing

Platinum Level - \$2,500.00

Includes:

- 10 Event tickets
- 6 VIP sitting in concert area
- Advertising during concert
- Advertisement with your company logo on all advertisement which includes radio, shirts, banners, trophies
- Advertisement logo on entry tickets - front/back of passes
- Public acknowledgement throughout the event
- 10x20 booth at the event

Gold Level - \$2,000.00

Includes:

- 8 Event tickets
- 4 VIP sitting in concert area
- Advertisement with your company logo on all advertisement which includes radio, shirts, banners, trophies
- Advertisement logo on entry tickets - front/back of passes
- Public acknowledgement throughout the event
- 10x10 booth at the event

Silver Level - \$1,500.00

Includes:

- 6 Event tickets
- 2 VIP sitting in concert area
- Advertisement with your company logo on all advertisement which includes radio, shirts, banners, trophies
- Advertisement logo on entry tickets - front/back of passes
- 10x10 booth at the event

Bronze Level - \$1,000.00

Includes:

- 4 Event tickets
- Advertisement with your company logo on all advertisement which includes radio, shirts, banners, trophies
- Advertisement logo on entry tickets - front/back of passes



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-4242
Tel 916.732.2020
Fax 916.331.9830

South Sacramento

3939 Fruitridge Road
Sacramento, CA 95820
Lic. #FD-436
Tel 916.732.2026
Fax 916.732.2030

Elk Grove

9189 E. Stockton Blvd.
Elk Grove, CA 95624
Lic. #FD-4455
Tel 916.732.2031
Fax 916.685.2659

www.eastlawn.com

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

Sponsorship Testimonial by East Lawn



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.

Sponsorship Testimonial by Gunther's Ice Cream