



AREA DESCRIPTIONS

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CHILDREN'S STAGE

Sponsorship Available

Oh the joy of the Children's Stage. Sparkles the Clown, Ravioli the Magician, Snap Jackson and the Knock on Wood Players and other great local talent will delight all who stop by to enjoy these engaging performers!

MAIN STAGE IN TREAT STREET

Sponsored by Kaiser Permanente - Pending

Our fabulous food area, known as Treat Street, surrounds the Main Stage. While relaxing with your hotdog and nachos, or some international cuisine, you can sit back under a heritage oak tree and enjoy your lunch while enjoying the musical talent of students at Cesar Chavez High School! They are pretty amazing.

RECORD ROAD

Sponsored by The Record / San Joaquin Media Group - Pending

Record Road is all about good news! They house the information booth, assist with volunteer services and have games and projects related to reading, spelling and current events.

HEALTHY HIGHWAY

Sponsored by Health Plan of San Joaquin - Pending

Healthy Highway provides a venue for health organizations in the county to participate and share with festival attendees the services they offer. Each year they have great interactive projects to enjoy!

ALPHABET ALLEY

Sponsored by First 5 San Joaquin - Pending

Alphabet Alley has a focus on early-childhood education. More than a dozen non-profit organizations serving children 0-5 years of age are in Alphabet Alley.

EDUCATION EXPRESSWAY

Sponsored by San Joaquin A+ - Pending

Education Expressway is an area that encourages young people and parents to investigate opportunities for education beyond high school! Charter Schools, area School Districts, Universities and trade schools are represented! A lot of fun learning going on!!!

LIBRARY LANE

Sponsored by University of the Pacific - Pending

Library Lane is ALL about literacy. Heavily focused on our local libraries, the Library & Literacy Foundation, and the Reading Association, The University of the Pacific is the driving force behind Library Lane. The 'force' may be with you, as SUPER HEROES have a tendency to show up to read to the youngsters!

USED BOOK SALE

Sponsored by CSU Stanislaus Stockton - Pending

Thousands of books – literally thousands – for sale at 10 cents and up!



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CREATIVE CORNER

Sponsored by San Joaquin Delta College - *Pending*

In Creative Corner you will find fascinating, educational projects created by students and professors ... science, math, art and so much more! Surrounding The Children's Stage, the activity in Creative Corner is pure excitement!

SAFETY CITY

Sponsorship Available

We love Safety City. Our police officers, firefighters, security companies, and first responders are always popular at Family Day.

TRANSPORTATION NATION

Co-Sponsored by ACE Train and Port of Stockton - *Pending*

Let's keep moving!!! By train, ship, auto and airplanes - all roads, rails and waterways lead to and from Stockton! Be moved by the many activities in this new area of Family Day!

RECREATION ROAD

Sponsorship Available

Youth, Exercise and Health is the focus of Recreation Road. Youth programs such as Girl Scouts, Boy Scouts, YMCA, and First Tee are just a few encouragers of good health and the importance of exercise and recreation. Our local sports teams - The Heat and The Stockton Ports, might just drop by for an exhibition or two!

ECO EXPRESSWAY

Sponsorship Available

Our clean, green Eco Expressway promotes all things "GREEN" - keeping this world beautiful through sustainable practices. Each booth in Eco Expressway has fun and educational ideas to teach "Green Habits" to attendees of all ages!

FRIENDLY FREEWAY

Sponsorship Available

Friendly Freeway is an area where many private companies who are not major sponsors have their booths. Because they are strong supporters of literacy, our local hospitals, Internet service providers, and other businesses pay to have a presence at the event.

SATURDAY, SEPTEMBER 19, 2020 • 10:00 – 3:00
WEBER POINT • CENTER STREET – STOCKTON



SPONSORSHIP LEVELS

All Can be Customized



SIGNATURE SPONSOR - \$10,000

- Exclusive customized sponsorship package to best highlight your organization!
- Naming rights to specific area of festival
- You will receive one 20' x 20' covered booth with signage
- Your logo to appear in:
 - All promotional materials
 - The Record's Family Day advertisement
 - All print advertisement
 - All social media, as well as banners located at all entries of festival

PUBLISHER - \$5,000

- Naming rights to a specific area of the festival
- You will receive one 20' x 20' covered booth for sponsor with signage
- Can be customized to include non-profit organizations that this sponsor supports
- Your logo to appear in:
 - All promotional materials
 - The Record's Family Day advertisement
 - All print advertisement
 - All social media

AUTHOR - \$1,500

- Name to appear on all print advertisement
- You will receive one 10' x 20' covered booth with signage

CHAPTER - \$500

- One 10' x 10' covered booth with signage

SUPPORTING SPONSORS - \$2,000 | \$1,000 | \$500 | \$250

This level does not require company participation on day of event nor does it include a booth – although custom package options are available.

Supporting sponsors assist in the underwriting of authors, musicians and street entertainers. The supporting sponsor's name or company name, along with other supporting sponsors, will appear in The Record's Family Day tabloid and the supporting sponsor sign displayed in King Author's Court.

Please contact SASS! Public Relations for further information.

Tax I.D. #94-3140078 | San Joaquin Foundation
Event Coordinated & Produced by: SASS! Public Relations, Inc.
Phone: 209.957.7277
Email: anna_sass@sasspr.com

SATURDAY, SEPTEMBER 19, 2020 • 10:00 – 3:00
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SIGN ME UP!



PLEASE SEE ATTACHED INFORMATION REGARDING BOOTH PLACEMENT, BENEFITS AND SPONSORSHIP OPPORTUNITIES.

YES! Please reserve our booth! We're in as a \$_____ sponsor!

Signature: ☐ \$10,000
Publisher: ☐ \$5,000
Author: ☐ \$1,500
Chapter: ☐ \$500

NO. I do not want a booth – but **DO WANT** to be a supporting sponsor!

\$2,000 _____ **\$1,000** _____ **\$500** _____ **Other \$** _____

 Enthusiastically! My check is enclosed!

Checks should be made out to:

San Joaquin Foundation designated for
Family Day at the Park
2972 W. Swain Road #228, Stockton, CA 95219
Phone: 209.957.7277
Tax I.D. #94-3140078

Name: _____

Business Name: _____

Contact Person: _____

Address: _____

City/Zip: _____

Phone: _____

Email: _____

SATURDAY, SEPTEMBER 19, 2020 • 10:00 – 3:00
WEBER POINT • CENTER STREET – STOCKTON



SPONSORSHIP CONTRACT



THIS AGREEMENT is made and entered into as of _____ (date) by and between

The Record Newspaper and _____ (your company / organization).

The Record has exclusive rights to organize and conduct an outdoor festival event, which is to be held at Weber Point on the 19th of September 2020.

The "sponsor" has determined to provide financial support to participate at the event in the amount of \$ _____ in exchange for certain promotional rights and event participation to be provided by the producers of the event.

Both Parties Herby Agree To:

On behalf of organizations sponsor, the producers of "Family Day at the Park" will provide:

- Sponsorship listing said organization as a _____ sponsor of the event.
- All benefits as stated under the _____ sponsorship level (see attached).
- Signage on booth as well as the booth of sponsored non-profit organization if applicable.

Sponsor/Participants are:

- To have booth activity set up no later than 9:30 am on Saturday, September 19, 2020.
- Responsible for staffing booth **and providing a literacy and/or educational project.**
- To absorb the cost and acquisition of supplies for any activities within their booth, including prize giveaways.
- **To submit description of interactive projects by August 14, 2020.**
- **To submit by August 14, 2020 certificate of insurance naming the following as additionally insured (\$1,000,000): The Record, SASS! Public Relations, The City of Stockton including its officers, officials, employees and designated volunteers.**

Check, Insurance Certificate & Information Sent To:

SASS! Public Relations, Inc.

2972 W. Swain Road #228, Stockton, CA 95219

Phone: 209.957.7277 Email: anna_sass@sasspr.com

Indemnity:

I agree to indemnify and hold harmless The Record, The City of Stockton, and SASS! Public Relations including its officers, officials, employees and designated volunteers, sponsoring business, festival personnel and their management, for any and all matters arising from Family Day at the Park, Saturday, September 19, 2020. I understand and will comply with the above rules, policies, procedures and agreements. I have the authorization to sign contract documents on behalf of my organization.

Sponsor/Participant

Name of Organization Participating: _____

By: _____

Title: _____

This agreement shall automatically terminate on the 30th of September 2020.

SATURDAY, SEPTEMBER 19, 2020 • 10:00 – 3:00
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BOOTH INFORMATION



**Please complete the following information
and return by August 14, 2020**

All participants are **REQUIRED** to have an interactive project in their booth! So that we can share these descriptions in our marketing materials, and as we talk with media, please describe your creative, interactive project with us!

If you have questions or need suggestions regarding an appropriate project for your organization, please let us know – we will brainstorm with you!

Each 10' x 10' canopy/booth comes with: 2 tables, table covers and 2 chairs.

Name: _____

Business Name: _____

Contact Person: _____

Address: _____

City/Zip: _____

Phone: _____

Email: _____

Mail Completed Form With Check To:

SASS! Public Relations, Inc.
2972 W. Swain Road #228, Stockton, CA 95219
Phone: 209.957.7277

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