



City of Sunrise  
Foundation

# Sponsorship Opportunities

## Storytelling Series

Folktales for Families: October 7, 2010

Storytime for Grownups: October 21, 2010

---

Prepared by:  
City of Sunrise Foundation  
10610 West Oakland Park Boulevard  
Sunrise, FL 33351  
(954) 747-4661

# Storytelling Series: Sponsorship Opportunities

## The Events

The City of Sunrise Foundation is pleased to host two very different storytelling performances in the month of October...

### **Folktales for Families, featuring Baba Lyons.**

Stories from Africa and the Caribbean, enhanced with dancing and drums. Children are invited to attend in their pajamas, and milk, juice and fresh-baked cookies from Panera Bread will be served. Tickets are just \$5 per person. The event will take place on Thursday, October 7, at 7:00 p.m. in the Sunrise Civic Center Art Gallery (10610 West Oakland Park Boulevard, Sunrise 33351).

### **Storytime for Grownups, featuring Jim Weiss.**

Listen as a master storyteller brings classic literature to life. In a nod to the evening's sophisticated theme, wine and appetizers will be served. Tickets are just \$10 per person. The event will take place on Thursday, October 21, at 7:00 p.m. in the Sunrise Civic Center Theatre (10610 West Oakland Park Boulevard, Sunrise 33351).

Baba Lyons' performance will be promoted to children and families throughout western Broward County, while Jim Weiss' show is targeted to adults and seniors. All proceeds from the series will benefit the City of Sunrise Foundation.

## The Benefits of Sponsorship

Businesses can reach audiences of all ages by sponsoring the Storytelling Series - or target a narrower demographic by underwriting just one performance. In either case, the Foundation's marketing efforts will help sponsors reach out to thousands of western Broward residents - generating brand and product/service awareness,

and promoting sales. Sponsor contributions also support the work of the City of Sunrise Foundation.

Sponsorship opportunities include:

### **Series Sponsor - \$2,000**

#### ***Sponsorship Value = \$4,500***

- On-site space (one skirted six-foot table and two chairs) at each event for product/service sales, sampling, information distribution and more.
- Logo signage at each event.
- Announcements at each event to recognize Series Sponsorship.
- Identification as Series Sponsor in the following:
  - An advertisement in the October/November/December issue of the City of Sunrise's "Horizons" publication, which is direct mailed into 33,500 households. An additional 2,500 copies are distributed in City facilities, and a PDF is posted on [www.sunrisefl.gov](http://www.sunrisefl.gov). (To receive this benefit, a sponsorship commitment must be made no later than August 10.)
  - Two advertisements in the Sun-Sentinel's Sunday "Community News" section. (To receive this benefit, a sponsorship commitment must be made no later than August 17.)
  - Calendar listings on [sunrisefl.gov](http://sunrisefl.gov), the City's Web site, from date of agreement through October 21. The site generates approximately 135,000 unique hits per month.
  - Content on [cityofsunrisefoundation.org](http://cityofsunrisefoundation.org), the Foundation's Web site, from date of agreement through October 21.
  - Facebook and Twitter posts.

# Storytelling Series: Sponsorship Opportunities

- Press releases.
- E-mail blasts to 4,000+ City residents.

## **Folktale Sponsor - \$1,000**

### *Sponsorship Value = \$2,250*

- On-site space (one skirted six-foot table and two chairs) at “Folktales for Families” for product/service sales, sampling, information distribution and more.
- Logo signage at “Folktales for Families.”
- Announcement at “Folktales for Families” to recognize Sponsorship.
- Identification as Folktale Sponsor in the following:
  - An advertisement in the October/November/December issue of the City of Sunrise’s “Horizons” publication, which is direct mailed into 33,500 households. An additional 2,500 copies are distributed in City facilities, and a PDF is posted on [www.sunrisefl.gov](http://www.sunrisefl.gov). (To receive this benefit, a sponsorship commitment must be made no later than August 10.)
  - Two advertisements in the Sun-Sentinel’s Sunday “Community News” section. (To receive this benefit, a sponsorship commitment must be made no later than August 17.)
  - Calendar listing on [sunrisefl.gov](http://sunrisefl.gov), the City’s Web site, from date of agreement through October 21. The site generates approximately 135,000 unique hits per month.
  - Content on [cityofsunrisefoundation.org](http://cityofsunrisefoundation.org), the Foundation’s Web site, from date of agreement through October 21.
  - Facebook and Twitter posts.

- Press releases.
- E-mail blasts to 4,000+ City residents.

## **Storytime Sponsor - \$1,000**

### *Sponsorship Value = \$2,250*

- On-site space (one skirted six-foot table and two chairs) at “Storytime for Grownups” for product/service sales, sampling, information distribution and more.
- Logo signage at “Storytime for Grownups.”
- Announcement at “Storytime for Grownups” to recognize Sponsorship.
- Identification as Storytime Sponsor in the following:
  - An advertisement in the October/November/December issue of the City of Sunrise’s “Horizons” publication, which is direct mailed into 33,500 households. An additional 2,500 copies are distributed in City facilities, and a PDF is posted on [www.sunrisefl.gov](http://www.sunrisefl.gov). (To receive this benefit, a sponsorship commitment must be made no later than August 10.)
  - Two advertisements in the Sun-Sentinel’s Sunday “Community News” section. (To receive this benefit, a sponsorship commitment must be made no later than August 17.)
  - Calendar listing on [sunrisefl.gov](http://sunrisefl.gov), the City’s Web site, from date of agreement through October 21. The site generates approximately 135,000 unique hits per month.
  - Content on [cityofsunrisefoundation.org](http://cityofsunrisefoundation.org), the Foundation’s Web site, from date of agreement through October 21.

# Storytelling Series: Sponsorship Opportunities

- Facebook and Twitter posts.
- Press releases.
- E-mail blasts to 4,000+ City residents.

## Nightlight Sponsor - \$100

*Sponsorship Value = \$ 500*

- On-site space at "Folktales for Families" event (one six-foot table and two chairs) for product/service sales, sampling, information distribution and more.
- Announcements at "Folktales for Families" event to recognize sponsorship.

## Nightcap Sponsor - \$100

*Sponsorship Value = \$ 500*

- On-site space at "Storytime for Grownups" event (one six-foot table and two chairs) for product/service sales, sampling, information distribution and more.
- Announcements at "Storytime for Grownups" event to recognize sponsorship.

## In-Kind Sponsors

The Foundation would appreciate in-kind donations of the following items:

### Folktales for Families

- Cookies for up to 150 guests
- Single-serving containers of milk and juice for up to 150 guests

### Storytime for Grownups

- Wine for up to 300 guests



- Appetizers for up to 300 guests

Businesses that provide in-kind donations will be recognized as event sponsors via:

- Event signage.
- One print advertisement in the October/ November/December issue of the City of Sunrise's "Horizons" publication (pending commitment by August 10).
- Two advertisements in the Sun-Sentinel's Sunday "Community News" section (pending commitment by August 17; sponsor recognition will appear in one ad pending commitment after August 17 but before September 14).
- Calendar listing on [sunrise.fl.gov](http://sunrise.fl.gov), the City's Web site.
- Content on [cityofsunrisefoundation.org](http://cityofsunrisefoundation.org), the Foundation's Web site.
- Facebook and Twitter posts.
- Press releases.
- E-mail blasts to 4,000+ City residents.

**For additional information, or to customize a sponsorship opportunity, call (954) 747-4661.**

## About the Foundation

The City of Sunrise Foundation is a 501(c)(3) not-for-profit organization dedicated to addressing the funding needs of vital local charities. As part of its fun-raising approach, the Foundation develops unique, affordable programs that enrich and engage the community.