

# SMARTRIVERSIDE



ie tech week'10  
Sponsored by SmartRiverside



## Event Sponsorship Opportunities





Hello,

I am writing you on behalf of SmartRiverside, a 501(c)(3) non-profit organization that makes Riverside a more technologically-oriented "smart" city. SmartRiverside operates the Digital Inclusion Program designed to bridge the digital divide in Riverside by providing computers and computer training to low-income families, children and senior citizens, who otherwise could not afford it. Digital Inclusion refurbishes old computers donated by local businesses and individuals and equips them with a new Microsoft operating system and Office suite.

Digital Inclusion is a forward-thinking investment in the future of the City of Riverside. It is a comprehensive program developed with two primary objectives: to strengthen Riverside's position as an economically and technologically competitive city, and provide an enhanced quality of life for all City of Riverside residents.

This year, SmartRiverside will be hosting three events in Riverside, CA to benefit the Digital Inclusion Program. The Citrus Heritage Run will be held on Sunday, October 10th at 8:00 AM. This year the event moves to the Galleria at Tyler. The event will include 5k and 10k Runs, 5k and 10k Walks and a 1k and 1/2k Run/Walk for children.

The 4th Annual Charity Golf Tournament will be held on Monday, October 11th at the Victoria Golf Course. The annual tournament is the key fund-raising event that continues to support and expand the umbrella of programs and services for SmartRiverside.

The IE Tech Expo scheduled for Tuesday, October 12th at the Marriot is a SmartRiverside-sponsored event bringing over 700 attendees, high technology companies and information technology professionals together to discuss specific issues affecting their industries and network opportunities for over 100 Technology and Service companies serving the Inland Empire.

We hope you consider making a donation or participating in one or all of our fundraising events. If you have any questions or need further information, please visit our website at [www.smartriverside.org](http://www.smartriverside.org) or contact us at [smartriverside@riversideca.gov](mailto:smartriverside@riversideca.gov).

Sincerely,

Steve Reneker





# Event Sponsorship Opportunities

*Citrus Heritage Run (October 10)*

*4th Annual Charity Golf Tournament (October 11)*

*IE Tech Expo (October 12)*

## **Packaged Sponsorship (Tech Expo, Golf, Run)**

### **Diamond - \$25,000**

#### **Golf (Ace Sponsor - \$15,000)**

- Co-brand SmartRiverside/Vendor Golf Charity
- Large 4' X 8' banner on entrance to golf course
- Local media coverage
- Logo in all materials/Web site
- Each hole flag displays SmartRiverside & Vendor logo or golf shirt with logo
- 2 Golf Foursomes

#### **Run (Lead Sponsor - \$15,000)**

- Company name/logo on front or arm of T-shirts
- Company name/logo on all runner registrations
- Rock Band sponsor
- Plus Banner, T-Shirt and media sponsor packages
- 25 Runner Registrations

#### **Tech Expo (Platinum Sponsor - \$15,000)**

- Primary placement of Company Logo in all IE Tech Week media and printed materials
- Full-page ad in IE Tech Week program
- Web Banner and company logo with link on IE Tech Week website
- Logo with link on all IE Tech Week promotional materials
- 25 "full access" passes to IE Tech Week Technology Expo
- IE Tech Week VIP Reception
- Ability to offer company marketing materials to all attendees
- Primary recognition in IE Tech Week video to be aired on Charter Channel 3 and ATT Channel 99

# Packaged Sponsorship Opportunities

## Tanzanite - \$15,000

### Golf (Eagle Sponsor - \$10,000)

- 3' X 6' banner at entrance
- Logo in all materials/Web site
- Local media coverage
- Logo on each sleeve of balls or gloves w/logo for all players
- Golf Foursome

### Run (Banner Sponsor - \$5,000)

- Logo on Web site
- Company name/logo on start banner
- Company name/logo on event maps
- Plus Media and T-shirt Sponsor items
- 4 Runner Registrations

### Tech Expo (Gold Sponsor - \$10,000)

- Company logo in all IE Tech Week media and printed materials
- Half-page ad in IE Tech Week program
- Logo with link on all IE Tech Week promotional materials
- Company logo with link on IE Tech Week website
- 10 "full access" passes to IE Tech Week Technology Expo
- IE Tech Week VIP Reception
- Recognition in IE Tech Week video to be aired locally on Charter Channel 3 and ATT Channel 99



# Packaged Sponsorship Opportunities

## Ruby - \$10,000

### Golf (Birdie Sponsor - \$5,000)

- 2' X 4' banner at entrance
- Logo in all materials/Website
- Local media coverage
- One (1) item with company logo for all players: (tees, hat clip, towel, cap, or valuables pouch)
- Golf Foursome

### Run (Media Sponsor - \$2,500)

- Company name/logo on finish banner
- Company name/logo in all media
- Plus T-Shirt Sponsor items
- 2 Runner Registrations

### Tech Expo (Silver Sponsor - \$5,000)

- Company logo in all IE Tech Week media and printed materials
- Quarter-page ad in IE Tech Week program
- Logo with link on all IE Tech Week promotional materials
- Company logo with link on IE Tech Week website
- 5 "full access" passes to IE Tech Week Technology Expo
- Recognition in IE Tech Week video to be aired on Charter Channel 3 and ATT Channel 99

ie tech week'10

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## Packaged Sponsorship Opportunities

### Sapphire - \$5,000

#### Golf (Par Sponsor – \$3,500)

- Logo in all materials/Web site
- Local media coverage
- One (1) item with company logo: (cart sign, score card)
- Golf Foursome

#### Run (T-Shirt Sponsor - \$1,500)

- Company name/logo on back of T-shirts
- Booth provided for post event finish
- Verbal recognition by run announcer
- 2 Runner Registrations

#### Tech Expo (Bronze Sponsor - \$2,500)

- Company logo in all IE Tech Week media and printed materials
- Logo with link on all IE Tech Week promotional materials
- Company logo with link on IE Tech Week website
- 2 “full access” passes to IE Tech Week Technology Expo

### Emerald Booth Package - \$2,500

Vendor Booth at each SmartRiverside Event. (Sponsors booth at the event and will be required to hand out items to booth visitors)

- Citrus Heritage Run
- IE Tech Expo
- And choice of Tee Vendor or Tee Sponsorship at 4th Annual Charity Golf Tournament



# 4th Annual SmartRiverside Charity Golf Tournament Sponsorship Opportunities

## **Ace - \$15,000**

- Co-brand SmartRiverside/Vendor Golf Charity
- Large 4' X 8' banner on entrance to golf course
- Logo in all materials/Web site
- Each hole flag displays SmartRiverside & Vendor logo or golf shirt with logo
- 2 Golf Foursomes

## **Eagle - \$10,000**

- 3' X 6' banner at entrance
- Logo in all materials/Web site
- Logo on each sleeve of balls or gloves w/logo for all players
- 2 Golf Foursomes

## **Birdie - \$5,000**

- 2' X 4' banner at entrance
- Logo in all materials/Website
- One (1) item with company logo for all players:  
(tees, hat clip, towel, cap, or valuables pouch)
- Golf Foursome

## **Par - \$3,500**

- Logo in all materials/Web site
- Local media coverage
- One (1) item with company logo: (cart sign, score card)
- Golf Twosome

### **Polo Shirt - \$4,000**

Golf Shirt w/tourney & Sponsor logos

### **Golf Ball - \$2,750**

Golf Ball w/sponsor logo

### **Hat - \$2,750**

Baseball cap w/tourney & sponsor logo

### **Awards 1st, 2nd, 3rd places - \$2,000**

### **Tee Sponsor - \$1,500**

Sign at one tee

### **Bag Tag - \$1,250**

Custom Bag tag w/sponsor logo

### **Putting Contest - \$1,000**

### **Score Card or Golf Cart Sponsor - \$1,000**

Sponsor logo on scorecard or cart sign

### **Water & Ice Sponsor - \$500**

Tub/Signs with Sponsor logo at various locations

### **Tee Vendor - \$500**

Provide 1 item valued at \$10 or more to every golfer (144) Your marketing materials or handouts to golfers (ez-up, table & 2 chairs provided)

**Vendor must present at the table throughout the tournament.**



# 2010 Citrus Heritage 5K/10K Sponsorship Opportunities

## Lead Sponsor - \$15,000

- Company name/logo on front or arm of T-shirts
- Company name/logo on all runner registrations
- Rock Band sponsor
- Plus Banner, T-Shirt and media sponsor packages
- 25 Runner Registrations

## Banner Sponsor - \$5,000

- Logo on Web site
- Company name/logo on start banner
- Company name/logo on event maps
- Plus Media and T-shirt Sponsor items
- 4 Runner Registrations

## Media Sponsor - \$3,000

- Company name/logo on finish banner
- Company name/logo in all media
- Plus T-Shirt Sponsor items
- 2 Runner Registrations

## T-Shirt Sponsor- \$1,500

- Company name/logo on back of T-shirts
- Booth provided for post event finish
- Verbal recognition by run announcer
- 2 Runner Registrations

Awards - \$3,000

Timer Sponsor - \$2,000

Band Sponsor - \$1,000

Water Sponsor - \$500

Balloon Arch Sponsor - \$500

Booth - \$150

Runner - \$30

# Sponsorship Agreement

Please print all names legibly and exactly as they should appear in all publications.

\_\_\_\_\_ Corporate \_\_\_\_\_ Individual \_\_\_\_\_ Foundation Date \_\_\_\_\_

Donor's Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E Mail: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

\_\_\_\_\_ I would \_\_\_\_\_ I would not like my name to appear in event publications.

Camera ready artwork enclosed: \_\_\_\_\_ YES \_\_\_\_\_ NO \*If no, please give special instructions.

**Please check the level at what you would like to support SmartRiverside.**

**Sponsorship level (all levels include Charity Golf Tournament, Citrus Heritage Run and the IE Tech Expo):**

\_\_\_\_\_ \$25,000 Diamond Sponsor

\_\_\_\_\_ \$15,000 Tanzanite Sponsor

\_\_\_\_\_ \$10,000 Ruby Sponsor

\_\_\_\_\_ \$5,000 Sapphire Sponsor

\_\_\_\_\_ \$2,500 Emerald Sponsor (vendor booth at each SmartRiverside event)

\_\_\_\_\_ other \_\_\_\_\_

**For individual event sponsorships, register online at [www.SmartRiverside.org](http://www.SmartRiverside.org).**

**For more information, please contact Maria Orozco at (951) 826-5446 or [morozco@riversideca.gov](mailto:morozco@riversideca.gov).**

For those donating an in kind service(s), please describe your contribution: \_\_\_\_\_

Monetary value of contribution: \$ \_\_\_\_\_

Tax ID#: 33 0894236

Check enclosed \$ \_\_\_\_\_ Please make check payable to: 

Please bill \_\_\_\_\_ YES Date to be billed: \_\_\_\_\_

Billing address: \_\_\_\_\_ ATTN: \_\_\_\_\_

Comments or special instructions: \_\_\_\_\_

Signature of Donor/Date: \_\_\_\_\_

**If you wish to use your Visa, MC, Amex or Discover card, please complete the following:**

Cardholder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

If the cardholder's billing address is different than above, please indicate the address on the line below.

\_\_\_\_\_

You may fax credit card orders to (951) 826-2409. To mail this form in, please see the address below.

SmartRiverside, 3900 Main Street, 2nd Floor, Riverside, CA 92522.



# Tech Expo Sponsorships

## Platinum - \$15,000

- Primary placement of Company Logo in all IE Tech Week media and printed materials
- Full-page ad in IE Tech Week program
- Web Banner and company logo with link on IE Tech Week website
- Logo with link on all IE Tech Week promotional materials
- 25 “full access” passes to IE Tech Week Technology Expo
- IE Tech Week VIP Reception
- Ability to offer company marketing materials to all attendees
- Primary recognition in IE Tech Week video to be aired on Charter Channel 3 and ATT Channel 99

## Gold - \$10,000

- Company logo in all IE Tech Week media and printed materials
- Half-page ad in IE Tech Week program
- Logo with link on all IE Tech Week promotional materials
- Company logo with link on IE Tech Week website
- 10 “full access” passes to IE Tech Week Technology Expo
- IE Tech Week VIP Reception
- Recognition in IE Tech Week video to be aired locally on Charter Channel 3 and ATT Channel 99

## Silver - \$5,000

- Company logo in all IE Tech Week media and printed materials
- Quarter-page ad in IE Tech Week program
- Logo with link on all IE Tech Week promotional materials
- Company logo with link on IE Tech Week website
- 5 “full access” passes to IE Tech Week Technology Expo
- Recognition in IE Tech Week video to be aired on Charter Channel 3 and ATT Channel 99

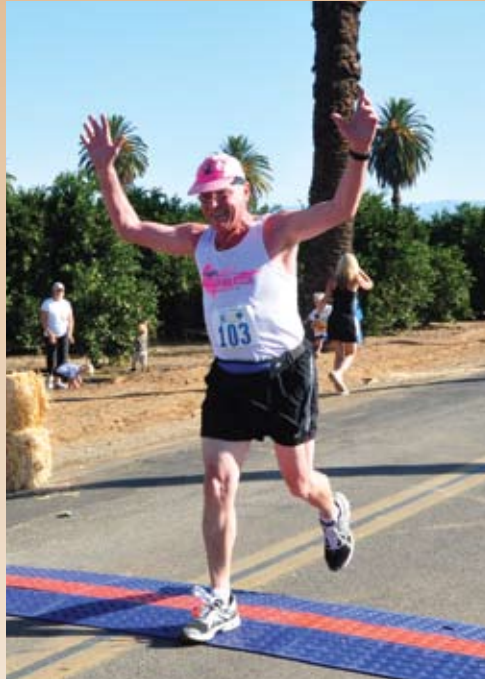
## Bronze - \$2,500

- Company logo in all IE Tech Week media and printed materials
- Logo with link on all IE Tech Week promotional materials
- Company logo with link on IE Tech Week website
- 2 “full access” passes to IE Tech Week Technology Exp

Booth Fee - \$900

Full Access Fee - \$25





For more information visit [www.smart-riverside.org](http://www.smart-riverside.org) or contact Maria Orozco via email at [marozco@riversideca.gov](mailto:marozco@riversideca.gov) or by phone at (951) 826-5446



For additional information visit [SmartRiverside.org](http://SmartRiverside.org)  
or contact Maria Orozco (951) 826-5446