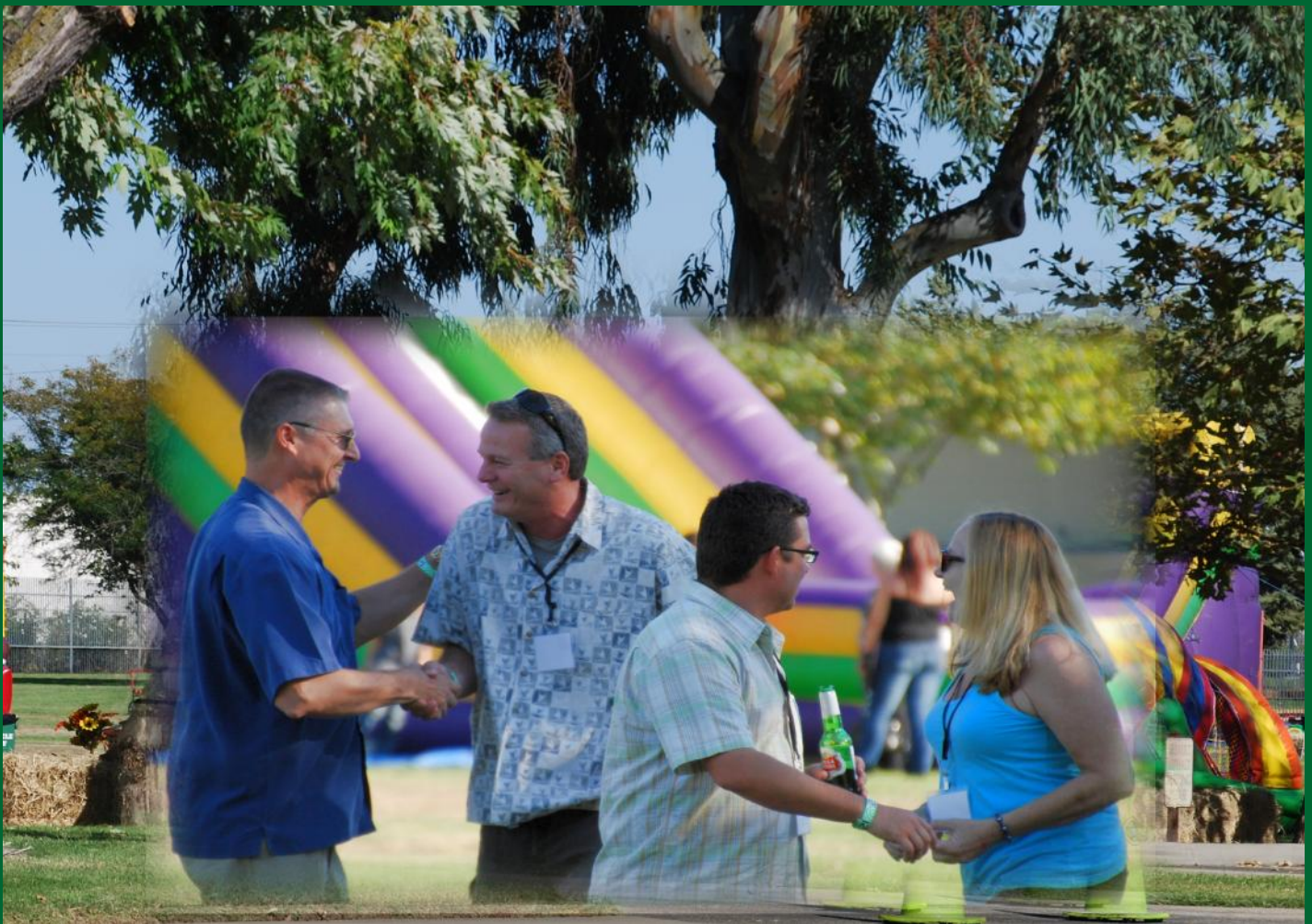




Building Partnerships in the Park



Saturday, September 22, 2012
2 pm — 6 pm
Depot Park

Platinum Partnership: \$5,000



Choose to Sponsor one of three popular venues!*

1. Kid's Stage & Entertainment
2. Live Music — *The New Originals*
3. Midway Carnival

Plus,

- ⇒ Large Logo on pre-event public relations materials
- ⇒ Logo exposure on all printed event materials
- ⇒ Logo exposure in *Power Inn Alliance eAlerts* and on website
- ⇒ Opportunity to distribute company literature and promotional items *and* **FREE booth space** to include canopy, table and two chairs will be provided for your use
- ⇒ Listing in the Vendor Area Schematic
- ⇒ Stage Announcements and acknowledgements by emcee
- ⇒ Your signage at the picnic
- ⇒ **25 Admission Tickets**

Silver Partnership: \$2,000

Choose to Sponsor one of four popular venues!*

1. Kids Bounce Houses
2. Large Slide
3. Large Round Jump
4. Sports Games

Plus,

- ⇒ Name on pre-event public relations materials
- ⇒ Name exposure on all printed event materials
- ⇒ Name exposure in *Power Inn Alliance eAlerts* and on website
- ⇒ Opportunity to distribute company literature and promotional items *and* **FREE booth space** to include canopy, table and two chairs will be provided for your use
- ⇒ Listing in the Vendor Area Schematic
- ⇒ Stage Announcements and acknowledgements by emcee
- ⇒ Your signage at the picnic
- ⇒ **15 Admission Tickets**



Adults and children alike enjoyed the abundance of fun!

Gold Partnership: \$3,000

Choose to Sponsor one of four popular venues!*

1. Beer/Wine Garden
2. Closest to the Pin Golf Game
3. Food Truck Concourse
4. Picnic Area

Plus,

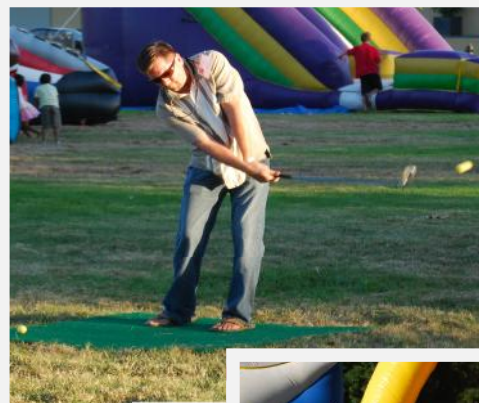
- ⇒ Logo on pre-event public relations materials
- ⇒ Logo exposure on all printed event materials
- ⇒ Logo exposure in *Power Inn Alliance eAlerts* and on website
- ⇒ Opportunity to distribute company literature and promotional items *and* **FREE booth space** to include canopy, table and two chairs will be provided for your use
- ⇒ Listing in the Vendor Area Schematic
- ⇒ Stage Announcements and acknowledgements by emcee
- ⇒ Your signage at the picnic
- ⇒ **20 Admission Tickets**



Companies gathered for a fun-filled day at the park.

Vendor/ Table Exhibitors: \$500

- ⇒ Opportunity to distribute company literature and promotional items *and* booth space to include table and two chairs.
- ⇒ Listing in the Vendor Area Schematic
- ⇒ **2 Admission Tickets for Staff**



The ever popular Closest-to-the-Pin and sports games brought out competitors of all ages vying for prizes and victory.



Bronze Partnership \$1,000

Choose to Sponsor one of three popular venues!*

1. Popcorn & Snow Cone Concessions
2. Balloon Artist & Face Painters
3. Jugglers

Plus,

- ⇒ Name on pre-event public relations materials
- ⇒ Name exposure on all printed event materials
- ⇒ Name exposure in *Power Inn Alliance eAlerts* and on website
- ⇒ Opportunity to distribute company literature and promotional items *and* **FREE booth space** to include canopy, table and two chairs will be provided for your use
- ⇒ Listing in the Vendor Area Schematic
- ⇒ Your signage at the picnic
- ⇒ **10 Admission Tickets**



* Commitment and logo must be received by July 15, 2012, for inclusion on printed and pre-event public relations materials.



5310 Power Inn Road
Suite A
Sacramento, CA 95820

Phone: 916-453-8888
Fax: 916-453-8880
E-mail: info@powerinn.org

Added Business Exposure for Partners

The 2012 Picnic at the Park will incorporate a visible sponsor area in the midst of all the fun and games. This unique opportunity will enable vendors and area organizations to promote their products and services to a **1,000+** captivated audience, including Alliance Members, Neighborhood Associations, and the general public.

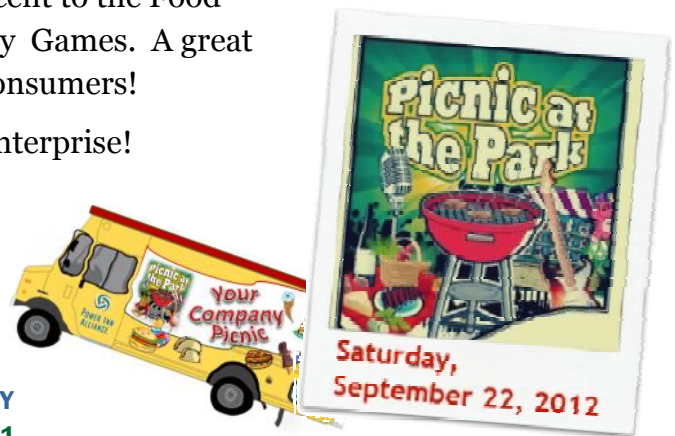
The staging area for the sponsors will be located adjacent to the Food Truck Concourse, Beer and Wine Garden, and Midway Games. A great location with plenty of foot traffic and enthusiastic consumers!

Don't miss out on this opportunity to promote your enterprise!

We're on the Web!

PowerInn.org

ADVOCATES FOR BUSINESS, TRANSPORTATION AND COMMUNITY
A Not-for-Profit 501(c)6 Mutual Benefit Corporation #68-035581



A Picnic With A Purpose

Picnics are for fun, games, food and prizes. But *Picnic at the Park* is for more than that. This picnic is also in support of the many activities the Power Inn Alliance carries out for the benefit of this area. The Alliance boasts to be the largest industrial area of Sacramento with a diversity of businesses to match!

The Alliance is a *Property and Business Improvement District* and it improves the Power Inn Area by augmenting city services in five critical ways:

1. Keeps the area clean and free of illegally-dumped trash. Last year alone, over 22 tons of dumped debris were removed.
2. Works with Sacramento Police Department and businesses to reduce crime, making this one of the most crime-free areas of the city.
3. Creates an environment to bring businesses and jobs to the area. The new *Sacramento Center for Innovation* was an Alliance created initiative.
4. Works diligently on all transportation issues, completing streets, connecting roads and promoting public transportation.
5. Advocates for business and the community with the clout to get things done at City Hall.

"Our company had a great time and we can't wait until next year!"

Sally Freedlander,
Separovich/Domich
October 2011

2012 Special Partnership Insert & Application

Food Truck Fantasy & Fun for Families & Employees

Modeling last year's *Picnic at the Park*, which brought together over 53 local businesses and their families to the Power Inn Area, the

2012 *Picnic at the Park* is scheduled for:

Saturday, September 22nd

2—6 pm at Depot Park

In keeping with the *company picnic* theme, this year's event will feature:

- ⇒ *live music*
- ⇒ *carnival games and midway fun*
- ⇒ *magic shows and jugglers*
- ⇒ *balloon artists and face painters*
- ⇒ *competitive events*
- ⇒ *closest-to-the-pin golf contest*
- ⇒ *raffle for adults and children*
- ⇒ *wine and beer garden*
- ⇒ *vendor showcase*
- ⇒ *food truck concourse*



Yes, The Alliance has jumped on the *Food Truck Crazy Train* and, in partnership with popular area food truck vendors, several of your favorite gourmet food trucks will be found at the event.

Be a Part of the Fun and Become a Partner Today!



Food Truck Fantasy & Fun for Families & Employees

Partnership Package Commitment Form

Name of Business Partner

Contact Name

Address

City

State

Zip Code

Telephone

Email



Partnership Level (Choices are based on first come—first served)

Commitment and logo must be received by July 1, 2012, for logo inclusion on pre-event public relations materials and printed materials.

The Power Inn Alliance is a Not-for-Profit 501(c)(6) Mutual Benefit Corporation 68-035581

Platinum Partner \$5,000*

- ____ Kid's Stage & Entertainment
- ____ Live Music—*The New Originals*
- ____ Midway Carnival

Silver Partner \$2,000*

- ____ Kid's Bounce Houses
- ____ Large Slide
- ____ Large Round Jump
- ____ Sports Games

Gold Partner \$3,000*

- ____ Beer & Wine Garden
- ____ Closest to the Pin Golf Game
- ____ Food Truck Concourse
- ____ Picnic Area

Bronze Partner \$1,000*

- ____ Balloon Artist & Face Painters
- ____ Jugglers
- ____ Popcorn & Snow Cone Concessions

*Choose one sponsorship item under level chosen

Vendor/Exhibitor \$500 _____ Type of Business _____

We reserve the right to refuse any exhibitor or sponsor we feel is inappropriate for a public or community showing or is in violation of local or festival ordinances. Please read all terms and conditions and submit a signed copy of the exhibitor application along with your check.

Please send your commitment form, exhibitor application and check payable to Power Inn Alliance to:

2012 Picnic at the Park
c/o Power Inn Alliance
5310 Power Inn Road, Suite A
Sacramento, CA 95820

Event Information:

Saturday, September 22, 2012, 2pm—6pm
Depot Business Park—Conference Center
8215 Ferguson Ave, Sacramento 95828

Event Contact:

Jamie Szutowicz 916-453-8888