



DISCOVER SAN JUAN BAUTISTA  
THE JEWEL OF THE CENTRAL COAST

Dear Supporter,

I hope this letter finds you in good health and high spirits. I am writing to you on behalf of Discover San Juan Bautista, a 501(c)(3) nonprofit organization committed to promoting and supporting the vibrant community of San Juan Bautista. We are excited to announce the upcoming San Juan Bautista Harvest Festival, scheduled to take place on October 14, 2023.

The San Juan Bautista Harvest Festival is an annual event that celebrates the rich cultural heritage and agricultural traditions of our community. This year, we anticipate the festival to be bigger and better than ever before, attracting a diverse audience of locals and visitors alike. The festival will feature an array of activities, including live entertainment, food vendors, arts and crafts exhibitions, and much more.

We would like to extend an invitation to become a valued sponsor of this event. Your generous support will not only help make this festival a resounding success but also contribute to the economic growth and development of our community. As a token of our gratitude, we are offering four different sponsorship levels, each accompanied by unique benefits:

1. Platinum Sponsorship - \$10,000

- Prominent logo placement on event promotional materials, including the interactive map and hard map, in press releases and media communication.
- Special mention during opening and closing ceremonies.
- Booth space at the festival with a prime location
- Sponsorship recognition during public announcements and on social media platforms
- Five complimentary event T-shirts and collateral merchandises
- Exclusive recognition as the Platinum Sponsor in all press releases and media communication.
- creation of a commemorative customized character, and event bundle

2. Gold Sponsorship - \$7,500

- Logo placement on event promotional materials, including the interactive map and hard map
- Booth space at the festival
- Sponsorship recognition during public announcements and on social media platforms
- Three complimentary event T-shirts and collateral merchandise

3. Silver Sponsorship - \$5,000

- Logo placement on event promotional materials, including the interactive map and hard map
- Booth space at the festival
- Sponsorship recognition on social media platforms



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- Two complimentary event T-shirts and collateral merchandise

#### 4. Bronze Sponsorship - \$2,500

- Logo placement on event promotional materials
- Booth space at the festival
- Sponsorship recognition on social media platforms
- One complimentary event T-shirt and collateral merchandise

As a sponsor, you will have the opportunity to engage with festival attendees directly through your booth space, allowing you to showcase your products or services to a captivated audience. Additionally, the interactive map and hard map, which will be distributed to all attendees, will prominently feature your logo as recognition of your support.

Furthermore, we have created special characters exclusively for the San Juan Bautista Harvest Festival, which have been trademarked. These characters will be used on collateral materials such as stickers, poster boards, and T-shirts, serving as valuable marketing advertisements. Each year, a different T-shirt design will be released, representing the unique spirit of that year's harvest festival.

We firmly believe that partnering for the San Juan Bautista Harvest Festival will yield mutual benefits. Your sponsorships will not only provide financial support for the festival but also establish a positive brand image within our community. Your involvement will demonstrate your commitment to the local culture and economy, creating a lasting impression on festival attendees.

To proceed with the sponsorship, please complete and return the enclosed sponsorship commitment form by September 5, 2023, should you have any questions or require further information, please do not hesitate to contact me at 831-593-1037 or [info@DSJB.org](mailto:info@DSJB.org). We would be more than happy to discuss any additional opportunities or tailor sponsorship benefits to better suit your organization's goals.

Thank you for considering our sponsorship proposal. We sincerely hope that you will join us in making the San Juan Bautista Harvest Festival an unforgettable event for all attendees. Together, we can create a vibrant celebration of our community's heritage and contribute to its continued growth.

We look forward to the possibility of working with you and appreciate your support.

Warm regards,



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Discover San Juan Bautista  
WWW.DSJB.org

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Discover San Juan Bautista  
SJB Business Association INC  
302 Third St  
San, Juan, Bautista, CA 95045  
[Info@DSJB.org](mailto:Info@DSJB.org)  
WWW.DSJB.org  
831-593-1037

### San Juan Bautista Harvest Festival Sponsorship Commitment Form

Event Date: October 14, 2023

#### Sponsor Information:

Sponsor Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

#### Sponsorship Level (Please select one):

- Platinum Sponsorship - \$10,000
- Gold Sponsorship - \$7,500
- Silver Sponsorship - \$5,000
- Bronze Sponsorship - \$2,500

#### Sponsorship Benefits:

Please provide the following details regarding your desired sponsorship benefits:

Logo Placement: \_\_\_\_\_



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Booth Space: \_\_\_\_\_

Sponsorship Recognition: \_\_\_\_\_

Complimentary Event T-Shirts: \_\_\_\_\_

Collateral Merchandise: \_\_\_\_\_

Payment Information:

Please indicate your preferred method of payment:

Check (Please make checks payable to SJB Business Association INC

Electronic Funds Transfer (Bank details will be provided upon request)

Agreement and Signature:

By signing below, I confirm that \_\_\_\_\_ agrees to sponsor the San Juan Bautista Harvest Festival at the selected sponsorship level, as outlined above. I understand that payment is due by September 15, 2023. Additionally, I acknowledge that the sponsorship benefits are subject to the terms and conditions provided by the event organizers.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Please return the completed sponsorship commitment form to Patricia Bains, or Kristina Hastings via email or mail to the address listed above. Should you have any questions or require further assistance, please contact Patricia Bains, at 831-593-1037 or [info@SJBbusinessassociation.org](mailto:info@SJBbusinessassociation.org)

Thank you for your support and partnership in making the San Juan Bautista Harvest Festival a memorable event!

Discover San Juan Bautista  
SJB Business Association