

52nd 2017

BORREGO DAYS

Desert Festival

October 20-22

TIMELESS BORREGO

Sponsorship Opportunities



BORREGO SPRINGS CHAMBER OF COMMERCE

& VISITORS' BUREAU

Board of Directors

Patrick Sampson, President (La Casa Del Zorro Resort & Spa)
Brad Tidwell, Vice President (Borrego Springs Kiwanis Club)
Bunnie Hamilton, Secretary (SoShoMe Gallery)
Mary Purvis, Treasurer (Purvis Construction & Interior Design)
Jim Seley, Director (Seley Ranches)
David Cragoe, Director (Road Runner Realty)
Debbie Woollet, Director (Rams Hill Golf Club)
Jake Perry, Director (J & T Tire Pros)
Carlos Vazquez, Director (El Borrego Restaurant)

Staff
Linda Haddock, Executive Director
JoAnn Maiter, Welcome Center
Carol Brandin, Bookkeeper (contract)

BORREGO FESTIVALS FOUNDATION

Dan Wright, President (The Springs at Borrego/RoadRunner Club)
Fred Jee, Vice President (Retired A-B Ranger; Chair, BS Film Festival)
Linda Haddock, Vice President, Secretary, Treasurer
LuAnn Boylan, Director (Orange Directories, LLC)
Sue Salt, Director (Retired, Past President BSPAC)



BORREGO DAYS COMMITTEE

Joe Bann LuAnn Boylan
Dr. Cy Conrad Martha Deichler
Eddie Fordem Rick Fordem
Fred Jee Linda Haddock
Mike Himmerich Sara Husby
Jackie Larsen Georgia LeBon Lund
JoAnn Maiter Sylvana Meeks
Sandra Milkovich Jake Perry
Patrick Sampson Mark Stevens
Judy Stewart Jim Swartz
Jim Wilson Dan Wright
Dawn Zipper Mark Zipper
Mary Zipper

Event Planner: McFarlane Promotions
Public Relations: Françoise Rhodes

BORREGO DAYS HONOREES

Grand Marshal—Race Across America, Fred Boethling, CEO
Lifetime Achievement for Community Service—Virginia Perrine
Volunteer of the Year—Mike Himmerich
Honorary Mayor—Jim Wilson
In Celebration of—Christmas Circle, Jackie Larsen, Architect

Greetings Friends & Neighbors!

Our 52nd Annual Borrego Days Desert Festival theme is Timeless Borrego, and we are celebrating Christmas Circle Community Park. The park's architect Jackie Larsen and the timeless design she provided us with 30 years ago will be honored, as will be Jim Wilson the park's president and Borrego's current honorary mayor.

The purpose of Borrego Days is to celebrate the community and all that makes it unique and authentic. Borrego Days is our community mechanism for launching the season, our way of announcing that we are open for business, and for generating community pride while giving back to the families and especially the children of the families that live and work here year-round. We use Borrego Days to create economic viability through tourism, with targeted Borrego Days marketing campaigns that reach millions and bring thousands to town for the 3-day festival and parade, and hundreds of thousands more throughout the season. Borrego Days is the California desert region's season launching event, and as such our Borrego Days campaigns reintroduce Southern California residents and the world to Borrego Springs magic, anew each year.

Our goal is to raise \$60,000 for Borrego Days 2017. We're currently looking for sponsors who would be willing to help us reach this goal. Can we count on you for \$100? Donations can be made online at BorregoDays.com, by mail or in person.

As a thank-you for your generosity, we would like to offer you the sponsor level incentives set out in the Sponsorship Opportunities matrix. We hope that we can count on you to help us make this event our best one yet!

Thank you in advance for your contribution. We hope to see you at Borrego Days, October 20-22!

As always, volunteers are needed too and the jobs are fun! Please see the volunteer sign-up form included.

We thank you for the generosity of your money and your time, Borrego Days needs both!

With deepest gratitude and on behalf of our community,

Patrick

Patrick Sampson
Borrego Springs Chamber/CVB
2015—present President

Dan

Dan Wright
Borrego Festivals Foundation
2013—present President

Linda

Linda Haddock
Borrego Days Committee
2013—present Chair

P.S. Borrego Days Sponsorship Opportunities offer great brand visibility, and charitable donations are most warmly appreciated! Please return the Sponsorship Pledge form and your contribution as soon as possible. If you or someone you know would be so inclined, we could certainly put to good use an endowment fund. Title, Presenting, Underwriting and Premier Sponsorships are customizable to meet your brand marketing or charitable giving requirements. Please contact Linda Haddock with your sponsorship, charitable giving, or in-kind donation inquiries; her direct contact information is below.

Borrego Days Desert Festival | info@BorregoDays.com | BorregoDays.com

A project of the Borrego Springs Chamber of Commerce & Visitors' Bureau, 786 Palm Canyon Dr, PO Box 420, Borrego Springs, CA 92004

760-767-5555 | Fax 760-767-5976 | VisitBorrego.com





Sponsor and donor information: Linda Haddock, LHaddock@BorregoSpringsChamber.com, Direct 760-879-3415

Nonprofit fiscal sponsor: Borrego Festivals Foundation, a 501(c)(3) public benefit charity, EIN 46-1232990, BFF.ngo

Borrego Days contributions are tax deductible to the fullest extent allowed by law.



SPONSORSHIP OPPORTUNITIES

BORREGO DAYS SPONSOR BENEFITS	\$20,000	\$10,000	\$5,000	\$2,500	\$1,250	\$1000	\$500	\$100	\$50
	Title	Presenting	Underwriting	Premier	Marching Band	Champion	Patron	Supporter	Friend
Our heartfelt thanks!	X	X	X	X	X	X	X	X	X
Borrego Sun post-festival issue	logo	logo	logo	logo	logo	logo	name	name	
Festival Booth Space*	30'x30'	20'x20'	10'x20'	10'x20'	10'x10'	10'x10'	10'x10'		
Borrego Sun festival issue	Page	½ page	¼ page	logo	logo	logo	Attendees 10,000 – 15,000 35% age 30-50 60% \$50,000+ household 30% Hispanic; 50% age 50+ 25% Families with children		
BorregoDays.com through August 2018	banner	logo	logo	logo	logo	logo			
Program	2 pages	1 page	½ page	¼ page	logo	logo			
Group Banner	logo	logo	logo	logo	logo	logo			
E-Blasts	logo	logo	logo	logo	logo	logo	It's About Community Borrego Days celebrates Christmas Circle!		
Promotional Flyers	logo	logo	logo	logo	logo	logo			
Facebook Post	logo	logo	logo	logo	Spreading the Word Borrego Days puts Borrego Springs on the map! • Calendar notices, press releases, event sites, travel sites • Local, regional print advertising, event notices • TV news San Diego, Greater Palm Springs • Radio - local, regional, national, Internet • BorregoDays.com; e-blasts; social media				
Press Release Name Mention	X	X	X	X	Borrego Days 2017 delivers Borrego Springs over 7,000,000 impressions!   				
Private Banner**	X	X	X	X	       				
Naming Rights	Primary Event	Event	Primary Event Area	Event Area	      				
Tent Cards on Beverage Garden Tables	logo	logo	logo	logo	              				
Acknowledgement by Parade Emcees (three stations) and Main Stage Emcee	X	X	X		    				
Miss Borrego Springs Pageant Scholarship in Sponsor's Name	\$1000	\$500	\$250						
BSHS Student Scholarship for STEM/Artistic Achievement in Sponsor's Name	\$1,000	\$500	\$250						
BSHS Student Scholarship for Community Service in Sponsor's Name	\$1,000	\$500	\$250						
Reserved Table in Beverage Garden	X	X							
Microphone Time at Event	X	X							


*A booth space application required for all spaces. A booth space not utilized by a sponsor may be donated to needy local nonprofits at Committee's discretion.
 **Sponsor provides own banner and parade carriers (unless other arrangements made). Banner must be received at Borrego Springs Chamber of Commerce by October 15, 2017.
 Title, Presenting, Underwriting, Premier and MEDIA sponsorships are customizable to meet your brand marketing or charitable giving requirements.
 Charitable and in-kind donations are needed and greatly appreciated. Sponsor to provide logo and ad art.

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SPONSOR PLEDGE

TIMELESS BORREGO

760-767-5555 BorregoDays.com

Title	\$20,000	NAME OF CONTRIBUTOR: <input type="checkbox"/> CHECK BOX IF TO BE ANONYMOUS
Presenting	\$10,000	
Underwriting	\$5,000	MAIL ADDRESS:
Premier	\$2,500	
Benefactor	\$1,250	
Champion	\$1,000	
Patron	\$500	CONTACT NAME:
Supporter	\$100	TITLE:
Friend	\$50	PHONE DAY: EVENING:
Other amount	\$ _____	CELL: FAX:
 501(c)(3) Fiscal Sponsor: Borrego Festivals Foundation, EIN 46-1232990 PO Box 420, Borrego Springs, CA 92004		EMAIL:
		WEBSITE:

PLEASE SEND YOUR PLEDGE TODAY!

FAX TO: (760) 767-5976, EMAIL TO: LHaddock@BorregoSpringsChamber.com
 MAIL TO: PO Box 420, Borrego Springs, CA 92004

Borrego Days contributions are TAX DEDUCTIBLE to the fullest extent allowed by law.

MAKE CHECKS PAYABLE TO: BORREGO FESTIVALS FOUNDATION, MEMO: BORREGO DAYS 2016



IF PAYING BY CREDIT CARD PLEASE COMPLETE THE INFORMATION BELOW

CREDIT CARD NO. _____ EXP. DATE ____/____

NAME ON CARD _____ BILLING ZIP CODE _____ VERIFICATION NO. _____

I, THE ABOVE NAMED CARD HOLDER, AUTHORIZE MY CARD TO BE CHARGED \$ _____

SIGNATURE OF CARDHOLDER _____ DATE _____



Your Generosity is Very Much Appreciated & Needed! Thank you!

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