

EVENT SPONSORSHIP

2019

**SUNNY CARES**  
FOUNDATION

PROUDLY PRESENTS

*Sunny's*  
**HOWL-A-PALOOZA**

SUNDAY, OCTOBER 20, 2019  
3:00 - 6:00 PM

EVENT PROCEEDS BENEFIT



*Phoebe Louise Dooley*  
FOUNDATION



MARCH OF DIMES

# EVENT DETAILS

# ▶ 2019

## Sunny's HOWL-A-PALOOZA

Date: Sunday, October 20, 2019

Time: 3:00pm - 6:00pm

Location: Sun Country Sports - West  
333 S.W. 140th Terrace  
Jonesville  
(352) 331-8773

Join us for a scary, good time as the Sunny Cares Foundation, Inc. presents the 31<sup>st</sup> Annual Sunny's Howl-A-Palooza! This annual Halloween carnival attracts over 1,000 people and includes carnival games, bounce houses, hay rides, rock climbing, haunted houses, train rides, face painting, obstacle courses, ninja fun and more. Goody bags and prizes will be given to all children.

Hundreds of local volunteers donate their time to put on the carnival. Proceeds of the 2019 Sunny's Howl-A-Palooza will benefit the March of Dimes and the Phoebe Louise Dooley Foundation. In 2018 we were able to donate \$30,000 and hope to make that donation even larger for 2019!



Sunny Cares Foundation is a 501(c)3 that was formed in 2018 in order to raise money and awareness for select nonprofit organizations with a special emphasis on those that focus on children, families, and education.



The March of Dimes leads the fight for the health of all moms and babies. By supporting research, leading programs and providing education and advocacy so that every baby can have the best possible start.



The Phoebe Louise Dooley Foundation was formed in 2017 to honor a 6-year-old who was diagnosed with Diffuse Intrinsic Pontine Glioma (DIPG) at the age of 3. Their primary goals are to provide free housing for families when they seek treatment for their children in Gainesville and to fund research for DIPG.





# SPONSORSHIP OPPORTUNITIES

# SUNNY CARES FOUNDATION

We invite you to become a sponsor and join us in making a difference in our community. Over 1,000 people are expected to attend. All donations are tax deductible.

EXCLUSIVE OPPORTUNITY

## ● PRESENTING SPONSOR - \$5,000 (CASH): LIMIT ONE SPONSOR

- **PREMIUM MARKETING BOOTH OPPORTUNITY AT EVENT TO PROMOTE YOUR BUSINESS AND ENGAGE WITH FAMILIES.**  
We encourage you to have a fun and interactive activity at your booth. (We are happy to brainstorm with you!)
- Name/logo prominently placed on "Howl-A Palooza Sponsor Board" displayed in Sun Country Sports Center®. An opportunity to be seen by over 2,500 members and guests each week (logo will be displayed until July 2020).
- Name/logo listed as the Presenting Sponsor on all promotional material\* (e.g. Sunny's Howl-A-Palooza Flyer, and by your 'company name').
- Name/logo prominently placed on event website (with link to company website).
- Name/logo prominently placed on event bag.
- Name/logo prominently placed on event t-shirts listed a Presenting Sponsor.
- Opportunity to provide 2 promotional items in the event bags.
- 8 youth and 4 adult admission tickets to the event.

## ○ SOLAR ECLIPSE - \$3,000 (CASH):

- **MARKETING BOOTH OPPORTUNITY AT EVENT TO PROMOTE YOUR BUSINESS AND ENGAGE WITH FAMILIES.**  
We encourage you to have a fun and interactive activity at your booth. (We are happy to brainstorm with you!)
- Name/logo placed on "Howl-A Palooza Sponsor Board" displayed in Sun Country Sports Center®. An opportunity to be seen by over 2,500 members and guests each week (logo will be displayed until July 2020).
- Name/logo on select event promotional material\*.
- Name/logo on event website (with link to company website).
- Name/logo placed on event t-shirts.
- Opportunity to provide 2 promotional items in the event bags.
- 6 youth and 2 adult admission tickets to the event.

## ○ FULL MOON - \$1,000 (CASH):

- **MARKETING BOOTH OPPORTUNITY AT EVENT TO PROMOTE YOUR BUSINESS AND ENGAGE WITH FAMILIES.**  
We encourage you to have a fun and interactive activity at your booth. (We are happy to brainstorm with you!)
- Name/logo on select event promotional material\*.
- Name/logo on event website (with link to company website).
- Name/logo placed on event t-shirts.
- Opportunity to provide 1 promotional item in the event bags.
- 4 youth and 2 adult admission tickets to the event.

## ○ HALF MOON - \$500 (CASH):

- Name listing on select event promotional material\*.
- Name listing on event website (with link to company website).
- Opportunity to provide 1 promotional item in the event bags.
- 2 youth and 2 adult admission tickets to event.

## ○ FRIEND OF HOWL-A-PALOOZA - \$250 (CASH):

- Name listing on event website (with link to company website)
- 1 youth and 1 adult admission ticket to event.

### IN-KIND SPONSORSHIPS FOR MEDIA AND/OR EVENT FOOD :

If you have an item to donate, please see our Donation Sheet

## ○ SPOOKIEST SPONSOR - \$2,000+ IN-KIND VALUE FOR MEDIA OR EVENT FOOD:

- **MARKETING BOOTH OPPORTUNITY AT EVENT TO PROMOTE YOUR BUSINESS AND ENGAGE WITH FAMILIES.**  
We encourage you to have a fun and interactive activity at your booth. (We are happy to brainstorm with you!)
- Name/logo placed on "Howl-A Palooza Sponsor Board" displayed in Sun Country Sports Center®. An opportunity to be seen by over 2,500 members and guests each week (logo will be displayed until July 2020).
- Name/logo on select event promotional material\*.
- Name/logo on event website (with link to company website).
- Name/logo placed on event t-shirts.
- Opportunity to provide 1 promotional item in the event bags.
- 4 youth and 2 adult admission tickets to the event.

## ○ SPOOKY SPONSOR - \$500-\$1,999 IN-KIND VALUE FOR MEDIA OR EVENT FOOD:

- Name listing on event website (with link to company website).
- Opportunity to provide 1 promotional item in the event bags.
- 2 youth and 2 adult admission tickets to the event.

#### \* Event promotional materials include:

- 10,000 event flyers
- 150 event posters
- Select radio/tv promotions
- Print and/or online advertising
- Press release
- Social media

# SPONSORSHIP OPPORTUNITIES



	Event Website	Promotional Materials	Sponsor Board	Event T-Shirt	Event Bag	Event Bag Item(s) Included	Marketing Booth at Event	Number of Event Tickets Given
<b>CASH SPONSORSHIPS:</b>								
Presenting \$5,000	Largest Logo (with link)	All Media	☑	Largest Logo on Front	☑	2	☑	8 Youth / 4 Adult
Solar Eclipse \$3,000	Large Logo (with link)	Select Media	☑	Large Logo		2	☑	6 Youth / 2 Adult
Full Moon \$1,000	Small Logo (with link)	Select Media		Logo		1	☑	4 Youth / 2 Adult
Half Moon \$500	Name Listing (with link)	Select Media				1		2 Youth / 2 Adult
Friend of Howl-A-Palooza \$250	Name Listing (with link)							1 Youth / 1 Adult
<b>IN-KIND SPONSORSHIPS FOR MEDIA AND/OR EVENT FOOD:</b>								
Spookiest \$2,000+	Small Logo (with link)	Select Media	☑	Logo		1	☑	4 Youth / 2 Adult
Spooky \$500 - \$1,999	Name Listing (with link)					1		2 Youth / 2 Adult

## EXPLANATION OF BENEFITS:

### Event Website:

Promotion of your logo or name on event web page. Link will be available to your company website when applicable.

### Promotional Materials:

The opportunity to have your logo or name listing promoted with our event promotional materials including selected items such as: event flyers, event posters, radio/tv promotions, various print media, online advertising, social media and associated event press releases.

### Sponsor Board:

Name/logo will be prominently placed on the "Howl-A-Palooza Sponsor Board" located in Sun Country Sports Center®. Board has opportunity to be viewed by over 2,500 members and guests each week. Name/logo will remain on sponsor board until July 2020.

### Event T-Shirts:

Logo or name printed on event t-shirts. Minimum of 150 youth t-shirts will be passed out at the event.

### Event Bag:

Name/logo prominently printed on event goody bag.

### Event Bag Item(s) Included:

Opportunity to include your specific promotional item(s) in the event bags which are handed out to each child.

### Marketing Booth at Event:

Promote your business with a dedicated self-branded marketing booth and area at event. Interact with families and guests to promote the details of your services and company.

### Event Tickets:

Receive complimentary event tickets to attend - for adults and youth ages.





# SPONSORSHIP FORM



- Yes** - I would like to join Sunny Cares Foundation in helping to make a difference in our community!  
All donations are tax deductible.

## Sponsorship Opportunities:

- Presenting Sponsor - \$5,000 (Cash) - Limit 1
- Solar Eclipse - \$3,000 (Cash)
- Full Moon - \$1,000 (Cash)
- Half Moon - \$500 (Cash)
- Friend of Howl-A-Palooza \$250 (Cash)

CLAIMED

## In-Kind Sponsorships for Media and/or Event Food:

- Spookiest Sponsor - \$2,000+ In-Kind Media and/or Event Food
- Spooky Sponsor - \$500-\$1,999 In-Kind Media and/or Event Food

Please list specifically what you will be providing:

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Company Name: \_\_\_\_\_ Website: \_\_\_\_\_

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

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ Cell Phone #: \_\_\_\_\_

Fax#: \_\_\_\_\_ Email: \_\_\_\_\_

## Sponsorship Payment *(please check one box):*

- Check enclosed (payable to: Sunny Cares Foundation, Inc.)       Please invoice



