



Hello,

You are receiving this sponsorship packet from the Junior League of Napa-Sonoma because you have been identified by one of our members to be an important partner within our community.

We ask for your support in bringing a positive experience for our local families through our 2<sup>nd</sup> annual Ride-a-Rig community event, a fun and educational event for the whole family. In addition to supporting this event, your sponsorship also allows the Junior League of Napa-Sonoma to continue its work improving the lives of women and families in our community. We can't do this without you!

Our 2<sup>nd</sup> annual Ride-A-Rig event will be held at the Sonoma County Fairgrounds – Lyttle Cow Palace on Sunday June 25<sup>th</sup> from 10am-2pm and will bring joy and wonder to kids and parents alike. It is important for children to have connection to the people and services our counties has to offer, and Ride-a-Rig accomplishes this in a fun, educational, and hands-on way.

The admission tickets for the Ride-A-Rig event are a nominal \$5.00 if purchased from a JLNS member or \$5.50 if purchased online or at the event. The ticket price will cover some of the costs but we need sponsorships from you to allow us to keep it affordable for all.

We thank you in advance for your consideration.

**Enclosures in this packet include:**

- **Event Information**
- **Junior League Napa-Sonoma flyer**
- **Sponsorship form**
- **Sponsorship levels**
- **Rig Requirements**

Please don't hesitate to contact us at [ridearig@jlins.org](mailto:ridearig@jlins.org) with any questions and thank you for your support!

Sincerely,

The Junior League of Napa-Sonoma



The Junior League of Napa-Sonoma (JLNS) would like to thank you for your consideration of supporting our **2<sup>nd</sup> Annual Ride a Rig Event** that will be held on June 25, 2017 from 10am-2pm at the Sonoma County Fairgrounds – Lyttle Cow Palace in Santa Rosa. Ride a Rig fundraiser is an educational community event that will provide children a hands-on opportunity to touch and explore first responder vehicles such as a fire truck, ambulance, air ambulance and law enforcement vehicles. Other vehicles may include the Children's Museum museum-on-the-go, military vehicles, and a garbage truck, providing an opportunity to meet the people who serve our community.

**Here are several ways you can make a difference:**

**Sponsorships:**

Financial sponsorships at a variety of levels indicate your commitment to JLNS and the children and families in our community. Please see the attached form describing available sponsorship levels.

**In-Kind Donations:**

Services such as food, games, toys, printed materials, t-shirt screening, and more.

**Vehicles:**

Fire truck, ambulance, law enforcement vehicles, military vehicles and more.

All donations made to JLNS may be tax deductible, Federal Tax ID# 501(c) 3 #68-0206018. For more information, please email: [ridearig@jlins.org](mailto:ridearig@jlins.org) or call (707) 545-5567 (voicemail).

JLNS is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

Locally, JLNS has been instrumental in the development of a number of community resources, including Valley of the Moon Children's Home's on-site library, the Sonoma Kinship Center (support for relative caregivers), V.O.I.C.E.S. Sonoma (support for youth aging out of the foster care system), and the Children's Museum of Sonoma County (Museum-on-the-Go). We have helped sustain a number of community causes, including the Blue Ribbon Campaign, Maternal Mental Health awareness, A Special Place at the YWCA, Ceres Project, and the Sonoma County Human Trafficking Task Force.



# JUNIOR LEAGUE OF NAPA-SONOMA



Junior League Napa Sonoma thanks you for your generous support of the  
2nd Annual Ride-a-Rig (RAR) event on Sunday, June 25th, 2017 from 10am-2pm  
Sonoma County Fairgrounds – Lytle Cow Palace in Santa Rosa

## ***Sponsorship Levels***

### **Big Rig \$5,000+ Title Sponsor**

- ✓ company name/logo on advertising and promotional materials
- ✓ advertising on JLNS social media outlets
- ✓ half page banner ad in our monthly e-newsletter for one year
- ✓ your company materials & information table for community awareness at RAR event
- ✓ 25 tickets to RAR event
- ✓ Special recognition at our Annual Banquet

### **4X4 \$2,500**

- ✓ company name/logo on advertising and promotional materials
- ✓ advertising on JLNS social media outlets
- ✓ medium rectangle ad in our monthly e-newsletter for one year
- ✓ 15 tickets to RAR event

### **Flatbed \$1,000**

- ✓ company name/logo on advertising and promotional materials
- ✓ advertising on JLNS social media outlets
- ✓ leaderboard ad in our monthly e-newsletter for one year
- ✓ 10 tickets to RAR event

### **Pickup \$500**

- ✓ company name/logo on advertising and promotional materials
- ✓ advertising on JLNS social media outlets
- ✓ sponsor link ad in our monthly e-newsletter for 6 months
- ✓ 6 tickets to RAR event

### **ATV \$100**

- ✓ company name/logo on advertising and promotional materials
- ✓ advertising on JLNS social media outlets
- ✓ sponsor link ad in our monthly e-newsletter for 3 months
- ✓ 2 tickets to RAR event

Ride-a-Rig Fundraiser is an educational community event that will provide children a hands-on opportunity to touch and explore first responder vehicles and meet the people who serve our community.

- Funds raised from this event will support JLNS community programs and trainings.
- Donations made to JLNS may be tax deductible. Federal Tax ID# 501(c) 3 #68-0206018.
- For more information please contact: [ridearig@jlins.org](mailto:ridearig@jlins.org) or (707) 545-5567 voicemail.

## Rig Requirement & Sign-Up Form

Please return form to:

Katie Bivin, VP Fund Development

via email: [ridearig@jlins.org](mailto:ridearig@jlins.org) or

Junior League of Napa-Sonoma

Attn: Ride-A-Rig

PO Box 5752 Santa Rosa, CA 95402



JUNIOR LEAGUE OF  
**NAPA-SONOMA**

### Rig Requirements

Please list your type of Rig/Machine \_\_\_\_\_

What are the approximate dimensions of your vehicle? \_\_\_\_\_

Please provide at least one person to represent your vehicle.

Name(s): \_\_\_\_\_

Will your vehicle need one or more Junior League volunteers?

☐

Yes

☐

No

Will a stepstool be needed for kids to get in your vehicle?

☐

Yes

☐

No

What type of demo can your Rig/Vehicle do? \_\_\_\_\_

Will your horn be available for kids to honk?

☐

Yes

☐

No

Will you need water or electricity?

☐

Yes

☐

No

Are there any restrictions for your vehicle? \_\_\_\_\_

Please list any special instructions or considerations for your vehicle that we need to know \_\_\_\_\_

### General Information For Vehicles:

Check in time is @8:30am, departure @2:00pm.

At 2:00pm all vehicles will leave the Lyttle Cow Palace in a "parade".

Please wear appropriate uniforms to event.

Kids need to have access to the inside (drivers seat) of all vehicles.

A photo release will be signed by all attendees and vehicles.

**Thank you for your support!**

Visit [www.JLNS.org](http://www.JLNS.org) or email [ridearig@jlins.org](mailto:ridearig@jlins.org) for more information

presented by



JUNIOR LEAGUE OF

**NAPA-SONOMA**



# RIDE - A - RIG

Sunday, June 25<sup>th</sup> | 10:00 am - 2 pm  
Sonoma County Fairgrounds - Lyttle Cow Palace | Santa Rosa

Ride-A-Rig is an educational community event that will provide children a hands-on opportunity to see and touch a variety of vehicles that play important roles in our community. Raffle tickets will be available for purchase.

## TICKETS

**\$5.50 online** at [jlns.org](http://jlns.org) or at the door

**Save \$.50 per ticket** by purchasing in advance directly from a JLNS member (cash or check).

(Kids 2 and under admitted free)

**THE JUNIOR LEAGUE OF NAPA-SONOMA** is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.