

May 2009

Dear Business Owner,

We would like your business to consider being a sponsor for the Monte Foundation Fireworks. We have raised over three million dollars in the last fourteen years for the Santa Cruz county schools. Our annual attendance is 25,000. This will be our Fifteenth Anniversary of The Monte Foundation Fireworks Extravaganza. We bring the community together. The Monte Firework Extravaganza will be held Saturday, October 3, 2009 at Seacliff State Beach. The Fireworks display will be performed by the world famous Zambelli Family. When dark falls the sky will come alive and our schools will profit. We hope we can count on the support of businesses, such as yours, to make this event a success. I believe sponsorship is the key to success. Without local business support we would be unable to produce this exciting and profitable fundraiser. You're sponsorship and generosity is reflective of your commitment to the Foundation's goals and the children of our community.

Thank you for taking the time to review this information. You can get more information at www.monte-foundation.com. If you have any questions, please feel free to call me at 831-685-3317.

Sincerely,

Kim Gallick
Executive Director

How has the Monte Foundation been able to unite the community? The first step was the dedication of a few volunteers of the Monte Foundation to coordinate the event. Next, we were able to bring together members of the business community who have been willing to financially sponsor the

event. Eventually we earned a great reputation, and now have the good fortune to have many state and federal agencies willing to donate their services, equipment and event sites. (Included in this category would be the hundreds of law officers, fire personnel, state parks rangers, and so on that it takes to safely run this event.) Finally, are the thousands of individuals from the community who rally together to support the Foundation by selling tickets and attending the Fireworks. We believe in the premise that...working together as a team we can produce bigger results.

What projects have the Foundation helped to complete? We have been instrumental in completing projects at school sites. Goals which have been achieved include installation of computer labs, implementation of art and music programs, building new athletic fields such as soccer, baseball, and tracks, funding robotics program, and improving school libraries and theater arts. Many other projects are currently in progress.

How can your business become involved?

BUSINESS SPONSORSHIP

**Gold Sponsors - \$10,000.00 annual commitment
\$2,500.00 per quarter**

Your business will receive public recognition in the following manner:

- 1) Your business name or logo prominently placed on event posters distributed countywide.
- 2) Your business name or logo in event programs, thank you ads in all local newspapers, and flyers.
- 3) A VIP dinner table for 10 the day of the event at Seacliff State Beach.

**Silver Sponsor- \$5,000.00 annual commitment
1,250.00 per quarter**

Your business will receive public recognition in the following manner:

- 1) Your business name or logo prominently placed on event posters distributed countywide.
- 2) Your business name or logo in event programs, thank you ad in all local newspapers, and flyers.
- 3) A VIP dinner table for 10 the day of the event at Seacliff State Beach.

Entertainment Sponsor - Main Stage - \$5,000.00

Opportunity to become the entertainment sponsor with your business name boldly displayed on the main stage you will receive:

- 1) A VIP dinner table for 10 the day of the event at Seacliff State Beach.
- 2) Your name/logo on the main stage
- 3) Your name announced every stage break
- 4) Your logo on all Thank you ads

Kiddie Land - \$ 5000.00

Opportunity to sponsor the children's activity area where your name will be prominently displayed.

- 1) A VIP dinner table for 10 the day of the event at Seacliff State Beach.
- 2) Your logo on all Thank you ads

Ticket Sponsor - \$ 5000.00

Opportunity to become a The Monte Foundation card sponsor on 30,000 Event cards. Your business name/logo will be prominently placed on each event card.

- 1) A VIP dinner table for 10 the day of the event at Seacliff State Beach.
- 2) Your logo on all Thank you ads

Table Sponsor \$ 2500.00

- 1) A VIP dinner table for 10 the day of the event at Seacliff State Beach.
- 2) Your logo on all Thank you ads.