

150th SAN LEANDRO



SPONSOR PROGRAM

The San Leandro Historical Society is planning multiple events throughout the 2022 year in celebration of our City's 150th, sesquicentennial, anniversary. To make our vision a reality we are looking for the support of corporate and business

sponsors who care about our diverse San Leandro community, its

history, culture and heritage. Local businesses are an important part of our history, both past and present, and our goal is to give you the exposure you deserve. Within this Sponsor Program is our current plan for events, programs and merchandise, through which your business can be publicly recognized. Don't miss this opportunity to market your business and be a part of this historic event.

☀ **Document This - A San Leandro Culture & Heritage Podcast** - This multi-episode podcast will run throughout the year and cover topics such as those listed below. The goal of this project is to bring attention to historical subjects important to community members by connecting our past with present day events. In addition to your business name being broadcast to all our listeners, this podcast and the sponsors mentioned during its episodes will be archived, documenting this historic event and your involvement for centuries to come.

Planned episodes: Living on Ohlone Land • Getting to Know San Leandro History • The San Leandro Creek • Making Tracks - From Railroads to Bike Paths • Trash to Treasure - Oyster Bay Regional Shoreline • Oral Histories Then and Now • Nisei Story Hour • Living in San Leandro While Black • Immigration Stories • The Portuguese Capital of the West • Our Mexican Roots • Celebrating Diversity • And many more...

☀ **Historic Homes Tour** - The Historic Homes tour will feature several privately owned homes in San Leandro as well as the Casa Peralta and the Ygnacio Peralta Home (also known as the Alta Mira Club). We are presently offering homeowners the option of doing the tour virtually or in-person. The event will include a booklet of information with sponsorship advertising opportunities throughout. See the à la carte advertising page for options and pricing. Presenting and Diamond level sponsors will receive a half-page advertisement at the beginning of the pamphlet free of charge.

☀ **The Gathering** - This multi-cultural outdoor event will be hosted at Marina Park on September 3rd, 2022. The day's events include booths, food, and entertainment on a main stage and a second stage. We expect this to be our largest attended public event of the year as we celebrate the diverse culture and heritage of San Leandro.

SPONSORSHIP OPPORTUNITIES



	Presenting	Diamond	Platinum	Gold	Silver	Bronze
	\$5,000	\$2,500	\$1,000	\$500	\$250	\$100
Twenty second advertisement at the beginning of one or more podcast episodes*	x					
10x10 booth at our Gathering Event	x					
Your company name/logo on the Gathering Main Stage Banner	x					
Your company name/logo on Brian Copeland's <i>Not a Genuine Black Man</i> Event Program Cover	x	x				
Personalized thank you post on our social media networks	x	x				
Your name and link to your website/Facebook page in all our social media event marketing posts	x	x				
Free half-page advertisement in our Historic Home Tour pamphlet	x	x				
Your logo placed on our 150th Commemorative Poster	x	x	x			
Your logo placed on our Commemorative Bag	x	x	x			
Your company name on our list of sponsors banner placed on the Main Stage at our Gathering Event	x	x	x	x		
Your company logo prominently placed on our website	x	x	x	x		
Your company name mentioned in our list of sponsors at the end of each podcast episode	x	x	x	x		
Your company name listed in Brian Copeland's <i>Not a Genuine Black Man</i> Event Program	x	x	x	x	x	
Free Historical Society Commemorative Bag	x	x	x	x	x	
Your company name listed on our website	x	x	x	x	x	x
Free Historical Society 150th Commemorative Poster	x	x	x	x	x	x
Printed Certificate of Recognition	x	x	x	x	x	x

* Advertisements can be produced by our podcast staff at no cost to you.

ADVERTISING OPPORTUNITIES

We have several opportunities for advertising, and more will likely be developed as we continue to plan for events next year. We are currently offering the following:

- Audio/Radio type advertisement to be aired at the beginning of one or more episodes of our podcast “Document This”. Our technical staff can assist with developing this advertisement.
- Event Program for Brian Copeland’s play “Not a Genuine Black Man”. The theater can hold 500 people and we do expect it to sell out. The event program will be printed at 5.5” by 8.5”.
- Historic Homes Tour Booklet. This booklet will be provided in printed and digital format for those attending our Historic Homes Tour in the spring. The booklet will be printed at 8.5” by 11”.

COST

\$1,000 - Twenty second advertisement at the beginning of one or more podcast episodes

\$300 - Full page advertisement in Brian Copeland's Not a Genuine Black Man event program

\$200 - Full page advertisement in our Historic Homes Tour booklet

\$150 - Half page advertisement in Brian Copeland’s Not a Genuine Black Man event program

\$100 - Half page advertisement in our Historic Homes Tour booklet

\$75 - Quarter page advertisement in Brian Copeland's Not a Genuine Black Man event program

\$50 - Quarter page advertisement in our Historic Homes Tour booklet

APPLICATION

Donations to the San Leandro Historical Society are tax deductible as allowed by law.

EIN 51-0173536

Please make checks payable to San Leandro Historical Society

We can create a custom package based on your needs. Call Erin Ouborg at 510-957-8103 or email at sanleandrohistory@gmail.com

Name of Business/Organization: _____

Contact Name: _____ email: _____ phone: _____

Street Address: _____

City: _____ State: _____ Zip: _____

SPONSORSHIP

\$5,000 PRESENTING LEVEL SPONSOR

\$2,500 DIAMOND LEVEL SPONSOR

\$1,000 PLATINUM LEVEL SPONSOR

\$500 GOLD LEVEL SPONSOR

TOTAL Sponsorship

\$250 SILVER LEVEL SPONSOR

\$ _____

\$100 BRONZE LEVEL SPONSOR

ADVERTISING

\$1,000 TWENTY SECOND PODCAST ADVERTISEMENT

\$300 FULL PAGE AD COPELAND EVENT PROGRAM

\$200 FULL PAGE AD HOMES TOUR BOOKLET

\$150 HALF PAGE AD COPELAND EVENT PROGRAM

\$100 HALF PAGE AD HOMES TOUR BOOKLET

TOTAL Advertising

\$75 QUARTER PAGE AD COPELAND EVENT PROGRAM

\$ _____

\$50 QUARTER PAGE AD HOMES TOUR BOOKLET

MEMBERSHIP - Become a member!

TOTAL Membership

\$100 BUSINESS MEMBERSHIP

\$ _____

\$250 CONTRIBUTING MEMBERSHIP

Please print and mail this form along with your check to :

San Leandro Historical Society

TOTAL DUE

P.O. Box 1046

\$ _____

San Leandro, CA 94577