



Dear Local Richmond Business Owner,

The Point Richmond Business Association and Point Richmond Neighborhood Council are hosting the 7th annual “Picnic in the Point” on Saturday, September 24, 12:00 pm to 5:00 pm. The event is free to the public to enter and will feature live music. Games for kids, food and drinks, face-painting, and other activities for people of all ages will be available with purchase of a ticket. A portion of the proceeds will go to help fund Pt. Richmond non-profit programs. The event takes place at Judge George Carroll Park in Pt. Richmond. We anticipate that there will be from 1500-3000 individuals in attendance from many neighborhoods throughout the city of Richmond and beyond.

We are asking that your business be sponsor of this event at one of the following levels.

**Platinum Sponsor \$1500 - \$5000**

Primary positioning of company name on all marketing, banners, posters, flyers, press releases and social media sites. Concert stage sponsor recognition. Booth space for engaging with the community. Advertising in mobile voting app Boomerang Cast.

**Gold Sponsor - \$500 - \$1450**

Mid-sized positioning on banners, posters, flyers, social media sites and press releases. Booth space for engaging with the community. Advertising in mobile voting app Boomerang Cast.

**Silver Sponsor - \$350 - \$450**

Small sized logo on banners, posters, flyers, websites and social media. Advertising in mobile voting app Boomerang Cast.

**Bronze Sponsor - \$150 - \$325**

Mention on websites and social media.

\*Sponsorships can be applied as a deduction for marketing expenses. Funds provided cannot be applied as charitable donations as the Point Richmond Business Association is a 501c6.

There are opportunities available to provide food, drinks and vendor booths. Contact me directly to inquire about these special opportunities. We very much appreciate your support of our community and in particular your consideration of financial support for this important event.

Please feel free to contact me with questions or to sign up. **We will need to have your reply by August 15, 2016** to have your business displayed in the various marketing opportunities mentioned above. **Please make checks payable to “PRBA” and send payment to Smith Office Solutions Attention: Summer Smith at P.O. Box 70364, Richmond California 94801**

Sincerely,  
David Schoenthal  
Chairman, Picnic in the Point  
[dbschoen@hotmail.com](mailto:dbschoen@hotmail.com) – 510-710-4621