Parks & Recreation
316 Vernon Street
Roseville, CA 95678

June 9, 2008

RE: 4th Annual Roseville Kids Health & Fitness Expo

The City of Roseville is hosting the 4th Annual Kids Health and Fitness Expo on Sunday, September 28, 2008 at Mahany Regional Park. This free event educates children and families about living a healthier lifestyle and offers practical, take-home solutions for better nutrition and physical activity. Most importantly, this free event is about families having fun and spending time together.

Each year, the event has grown, with 2007 attendance over 3,500 people. This year, we expect even more to join us in celebrating and learning about better food choices and fitness options. Exciting features and activities at this year's event include:

- Kids Activity Zone – Tons of activities, like climbing walls, bounce houses and group hip-hop dance will keep kids on the move all afternoon.
- Nutrition Hut – Kids participate in hands-on healthy snack making, and eat their creations!
- Nutrition Alley – Families learn about small changes that make a big difference when it comes to grocery shopping and meal preparation.
- Planting Patch – Kids plant fruits and vegetables to grow in their own backyards.
- Goodie bags – Includes fitness and nutrition related giveaways from our sponsors for all attendees.
- Prizes – Attendees who visit all vendors and sponsors are eligible for awesome prizes.

Kaiser Permanente has been our partner in this event since its inaugural year. Support like this from our local business community is vital to the event's success. **Please help us improve the health and fitness of Roseville's kids by becoming a sponsor or vendor**.

Attached you will find information about how your business can get involved. If you are not able to sponsor this event, please consider donating a prize for our contests and raffle. The deadline for sponsorship is Monday, July 7 and the deadline to be a vendor is Friday, September 5. If you have any questions, please contact the Event Manager, Kate Miller, at (916) 774-5978. Thank you for your consideration.

Sincerely,

Michael T. Shellito
Assistant City Manager/
Community Services Director

Kathy Barsotti
Manager
Parks & Recreation Department

Bonnie M. Gore
Public Relations Manager
Kaiser Permanente

916.774.5505 *phone*
916.774.5251 *fax*
www roseville ca us/kidsexpo

KIDS Health & Fitness EXPO

Sponsorship Opportunities 2008

The deadline to turn in sponsor applications is Monday, July 7, 2008 for full sponsorship recognition. Partial sponsorship recognition will be given after the deadline.

☐ Bronze Sponsor $1,000

- Company name on 2,000 goodie bags and 2,000 event programs
- Booth in prime location of your choosing
- Company logo on day-of-event signage
- One (1) giveaway gift in attendee goodie bags (2,000)

☐ Silver Sponsor $2,500

Silver Sponsors receive the above recognition plus:

- Company name on 15,000 event flyers distributed to all elementary-school aged children in Roseville
- Company name on 2,000 goodie bags and 2,000 event programs
- One (1) collateral piece in attendee goodie bags (2,000)

☐ Gold Sponsor $5,000

Gold Sponsors receive the above recognition plus:

- Company logo on print advertisements and mention on event website
- Recognition in press releases and all press materials
- Company logo on multiple event banners and signage
- Two (2) total collateral pieces and unlimited giveaway gifts in attendee goodie bags (2,000)
- Opportunity for company representative to speak at event

** Gold sponsors will be limited to one company per industry type, first come-first served basis.*

Door Prizes

Donate a door prize valued at $50 or more and be verbally recognized in front of event attendees, and in event program. Contact Kate Miller at (916) 774-5978 for more information.

Presenting Sponsors $3,000

Your exclusive sponsorship of one of the following areas will include:

- Your company logo on banner and signage inside sponsored area (listed below)
- Company name on 2,000 goodie bags and 2,000 event programs
- Booth in sponsored area or prime location of your choosing
- One (1) collateral piece and one (1) giveaway gift in attendee goodie bags
- Opportunity for company staff to volunteer sponsored area

** In-kind donations of event supplies may be made in-lieu of some or all of the sponsorship fee. Please contact Kate Miller at (916) 774-5978 for more information.*

☐ Nutrition Hut

In the Nutrition Hut, kids will learn how to make their own healthy and tasty snacks and meals on their own.

☐ Nutrition Alley

In the Nutrition Alley, kids and parents learn about better choices in the grocery store and school through hands-on activities and one-on-one discussions with nutritionists.

☐ Kids Activity Zone

The Kids Activity Zone is an action-packed outdoor area that includes bounce houses, climbing walls, music, activities and much more to keep kids active and moving.

☐ Planting Patch

The Planting Patch is a fun hands-on activity station where kids learn about planting and growing fruits and vegetables in their own backyards!

CITY OF ROSEVILLE CALIFORNIA

Vendor & Sponsor Application

Please check the appropriate sponsor/vendor option below and complete the form. We reserve the right to select vendors based on their relevance to the Kids Expo mission of promoting physical activity and/or nutrition. Vendor applications are due September 5, 2008. Sponsor applications are due July 7, 2008.

❒ **For-Profit Vendor** ($300)
❒ **Non-Profit Vendor** ($100)
❒ **Restaurant** ($200)

❒ **Gold Sponsor** ($5,000)
❒ **Silver Sponsor** ($2,500)
❒ **Bronze Sponsor** ($2,500)

❒ **Presenting Sponsor** ($3,000)
Check appropriate box for presenting sponsors:
❒ Nutrition Hut ❒ Nutrition Alley
❒ Kids Activity Zone ❒ Planting Patch

Company Name (as you would like it listed) _____

Contact Person _____

Phone No. _____ Fax No. _____

Address _____ City, State, Zip _____

Email Address _____

Booth Location Preference

Sponsors, in addition to vendors, receive a booth. Locations will be prioritized first by sponsors, then by vendors. All booths located outdoors will need to provide shade if desired.

❒ I prefer to be indoors ❒ I prefer outside ❒ No preference

Booth Amenities

❒ I will bring a free-standing display (behind table) ❒ I will use only the table top provided
❒ I will bring other major equipment (i.e. television, stereo), please list:

_____

Goodie Bag Item

❒ I will provide an item for the goodie bags. Please list: _____
Goodie bag items must be delivered to the Roseville Sports Center by Friday, September 19, 2008.

Door Prize Donation (if applicable)

❒ I will provide the following door prize valued at $50 or more that does not require any additional purchase to redeem:

_____

Prizes must be delivered to the Roseville Sports Center (1545 Pleasant Grove Blvd) by Friday, September 19, 2008.

❒ Restaurant Menu Items To Be Sold (if applicable)

In keeping with the message of the Kids Expo, please list the healthy menu items you plan to sell. Items are subject to approval.

_____

_____

_____

Booth space will be reserved on a first-come, first served basis. To hold your spot, you may also fax a copy of this form to us at (916) 773-5595. For questions about sponsor/vendor options, please contact Kate Miller at (916) 774-5978. Please return this form with your check payable to 'City of Roseville' to:

City of Roseville, Roseville Sports Center
ATTN: Kate Miller
316 Vernon Street
Roseville, CA 95678

You may also return this form by email to:
kmiller@roseville.ca.us

FOR OFFICE USE ONLY:
Date Entry Received _____
Date Payment Received _____
Payment Method _____
_____