



{Just Between Friends of Fresno}

Event Sponsorship Proposal

Hello Prospective Sponsors & Vendors!

On behalf of Just Between Friends of Visalia/Fresno, I want to thank you for taking the time to read and consider this Sponsorship Proposal. Just Between Friends is North America's leading children's and maternity consignment event with 150 franchises currently throughout the United States and Canada and we are truly fortunate to continue fostering this concept in the Central Valley area over the last 10+ years.

It is our mission to provide a solution for moms/families, especially in this tough economy, to earn money for their families by selling the gently used and new items their children have outgrown and to provide further financial relief by providing top quality items that their children will need for the next stage of their lives at greatly reduced prices.

We do this by coordinating and hosting huge community---wide children's consignment sale events twice a year during the Spring and Fall. Mom's prep and price their items, then bring them to our Event and we do the rest! Our Events draw in thousands of moms as well as dads, grandparents and children from all over the Central Valley, CA area. We also invite community involvement by providing Vendor Booth space & Sponsorship for local businesses to promote their industry and also help the local community by donating the remaining items that don't get snatched up by our Shoppers to local charities to be distributed to the community. More details can be gathered by visiting our website: www.fresno.jbfsale.com

Our Spring 2016 Event will be held Wednesday, April 13th to Saturday, April 16th at the Fresno Fairgrounds in Fresno, CA.

As a Presenting Sponsor, you will have your logo displayed prominently throughout our Event as well as on our website and many mentioned on social media. However, please look through the enclosed Sponsorship Packet as well the linked Application below and choose one of the plans that best fits your desires to participate as a Sponsor/Vendor with this amazing family---friendly event. Thank you in advance for your consideration in Sponsoring our Event and the amazing reach it will have in helping our families and communities.

Please do not hesitate to contact me if you should have any questions. We look forward to your participation and forming a lasting relationship for the future.

CLICK HERE >>> [SPONSORSHIP/VENDOR APPLICATION](#) <<<

Mandi Milburn, Owner/Event Coordinator
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Sponsorship/Vendor Tiers

PRESENTING SPONSOR

Cost: \$5,000

(financial or service/product trade of equal or greater value)

Benefits:

- Logo displayed at each of the 8-10 check out/register stations
- Logo and link included on emailed newsletters to over 8,000 subscribers
- Featured on main website page from April 1 - July 31
- Highlighted on the sponsors page of website from April 1 - July 31
- Promotions of event/sponsor contests
- Mentions throughout event campaign on Facebook (over 12,000 families linked)
- Vendor table located inside the event location for all days of the event
- 500 inserts/items (provided by sponsor) passed out to shoppers in Swag Bags
- Company Banner (provided by sponsor) displayed at the sale
- Early Entry Presale Passes for company employees or for customer giveaways
- Opportunity to offer a special demo/activity/playdate during the sale weekdays (Tues, Wed, Thurs, Friday)
- Newsletter & Facebook announcement about JBF activity/demo/playdate, emailed directly to over 8,000 local families
- Option to contribute raffle/giveaway prizes (highly encouraged as its another chance to have social media recognition)

PLATINUM Level Sponsor - Daily Sale Sponsor \$1,000

(PRESALE, OPENING DAY or 50% OFF DAY)

(financial or service/product trade of equal or greater value)

Benefits:

- Newsletter announcement on your day, emailed directly to over 8,000 local families
- Company logo and information highlighted on the Sponsors page of website from April 1 - July 31
- Mention on Facebook page (over 12,000 families linked) on your day
- Vendor Table inside the venue on the day of your sponsorship
- 500 inserts (provided by sponsor) passed out to shoppers in Swag Bags
- Company banner displayed at the sale (company provided banners)
- Opportunity to offer a special demo/activity/playdate during the sale weekdays (Tues, Wed, Thurs, Friday)
- Presale passes for company employees or to hand out to customers/giveaways
- Option to contribute raffle/giveaway prizes (highly encouraged as its another chance to have social media recognition)

GOLD Level Sponsor - Vendor Table \$150

Benefits:

- Vendor Table inside venue (first-come, first served)
- Your company's name listed on our website sponsor page with a link to your website from April 1 - July 31
- Shop early at the exclusive presale event (consignor shopping time)
- Table Sponsors will need to provide their own table and chairs. Booth space is limited to your Vendor table and two chairs.
- Option to contribute raffle/giveaway prizes (highly encouraged as its another chance to have social media recognition)

SILVER Level Sponsor - In Kind Donations

\$50 minimum donation of sale promotion items (raffle prizes, advertising, office supplies, food) contact me if unsure if your donation qualifies

Benefits:

- Your company's name listed on our website sponsor page with a link to your website from April 1 - July 31

BRONZE Level Sponsor - SWAG BAGS

Cost: \$30

Benefits:

- 500 inserts no larger than 5" x 8" (provided by sponsor) passed out to shoppers in our Swag Bag (business card, brochure, flyer or promo card)
- Mention on the Sponsors page of the website from April 1 - July 31
- The "SWAG BAG" is a great way to introduce customers to your family or child-related services or business. Create your own dollars-off, special offer coupon, sample product or just input your business card or flyer and JBF will stuff your insert into the Swag Bag and put it in the hands of the first 500 shoppers at the sale!

FRESNO Vendor Set Up

Tuesday, April 12th, 4pm-8pm or Wednesday, April 13th, 12pm-8pm

FRESNO Vendor Access Time

Wednesday, April 13th: 1:45p-8:00p

Thursday, April 14th: 9:45a-7:00p

Friday, April 15th: 9:45a-7:00p

Saturday, April 16th: 9:45a-3pm

We would love to have you join us for our spring sales event!