



City of Rolling Hills Estates 2022 Special Event Sponsorship Opportunities



Creating
Community
Connection!



Becoming a Sponsor

- Allows you to brand your organization as a genuine partner and leader of our community.
- Allows your organization to develop stronger relationships with new and existing customers.
- Differentiates your organization from the competition.
- Allows your organization to be prominently featured in event publicity, giving your organization access and visibility to potential customers.
- Strengthens the City's ability to continue offering community events.
- Creates an active and engaged community.
- Allows your organization to promote itself while helping your community at the same time.



Annual Sponsorship

The annual sponsorship option allows your organization to be considered a top tier sponsor for all events at a reduced amount. For a donation of \$10,000, you will be provided with the exclusive benefits of a top tier sponsor for all events.



How to Become a Sponsor

Please review the sponsorship opportunities on the following pages and complete the Sponsorship Letter of Intent at the end of this brochure. Letters of Intent can be submitted to Rosa Pinuelas at rosap@rollinghillsestatesca.gov or mailed to:

City of Rolling Hills Estates Community Services Department
Attn: Rosa Pinuelas, Community Services Supervisor
4045 Palos Verdes Drive North
Rolling Hills Estates, CA 90274

If you are interested or have any questions please contact Rosa Pinuelas at rosap@rollinghillsestatesca.gov or (310) 377-1577 ext. 109 .





Special Events Sponsorship Opportunities

Summer Movie Series — June and August

Promote your organization as an event sponsor or through movie preview advertisements at our free, family-friendly Movie Nights at Ernie Howlett Park. The series attracts families from in and around Rolling Hills Estates.

Approx. Attendance: 200-300 (per movie)

Concert in the Park — July

Connect with residents over live music at Ernie Howlett Park. This free event features a family-friendly concert, including performances by local youths, as well as local food trucks and booths from community groups. Promote your organization through banners, booths, and crowd announcements.

Approx. Attendance: 200-300

Annual Hills are Alive 5k/10k Family Fun Run — August

A terrific opportunity to be a part of the community. Participants enjoy running or walking on a one-of-a-kind, soft-packed bridle trail course throughout scenic Rolling Hills Estates. The race starts and finishes at Ernie Howlett Park. Every participant receives a finisher's medal, and plaques are awarded to the top male and female runners for both the 5k and 10k runs.

Approx. Attendance: 300-400

Annual City Celebration at Empty Saddle Club — September

Promote your organization at our annual City Celebration at Empty Saddle Club! Residents and neighbors enjoy a variety of festivities celebrating the City's equestrian heritage. This unique event includes a poker ride, equestrian events, pony rides, a petting zoo, a hayride, and an assortment of fun games and activities, such as a watermelon-eating contest, a corn pit for kids, and a water-balloon toss.

Approx. Attendance: 1,500-2,000

Annual Tracy Austin Tennis Doubles Tournament — October

Hosted by tennis star and Hall of Famer Tracy Austin, the Annual Doubles Tournament is a staple event with the Rolling Hills Estates community. This tournament has been held for over 40 years and brings in top-notch athletes from around Greater Los Angeles to compete for a cash prize. The event is held over two days at the Ernie Howlett Tennis Club and the exclusive Jack Kramer Club.

Approx. Attendance: 200-300

Annual Peninsula Holiday Parade of Lights — December

Ring in the holidays and shopping season as a sponsor of the annual Parade of Lights. This holiday event draws a large audience from around Southern California. The parade is designed to showcase the unique character of the Palos Verdes Peninsula. The parade route goes along Silver Spur Road and Deep Valley Drive and through the Promenade on the Peninsula. This event is a great opportunity to connect with Palos Verdes Peninsula families while joining in the holiday cheer!

Approx. Attendance: 4,000-5,000





Annual Tracy Austin Doubles Tennis Tournament



When

October 15 and 16, 2022
7:00am – 5:00pm

Where

The Tracy Austin Doubles Tournament is hosted at Ernie Howlett Park and the world-class Jack Kramer Club in Rolling Hills Estates.

What

The Tracy Austin Doubles Tennis Tournament is unique in engaging players of all ages and skill levels. Now in its 43rd year, the event draws tennis enthusiasts from the Palos Verdes Peninsula and the greater South Bay area, and is one of the few tennis tournaments that welcome junior players in all categories. Classifications include Open, A, B, C+, C, and D. Players are allowed to enter in up to two divisions (Mixed and either Men's or Women's Doubles).

Who — Approx. Attendance: 200-300

The Tracy Austin Doubles Tennis Tournament brings in athletes and spectators from the Palos Verdes Peninsula and the greater South Bay area to enjoy a weekend of incredible tennis!



Tracy Austin Tournament Sponsorship Levels

Wimbledon Sponsor \$2,500

- Recognition as a Wimbledon sponsor through all advertising outlets.
- Assurance that no other event sponsor will represent the same business or industry as a top-tier sponsor.
- Logo placement in all tournament winner photos.
- Advertisement on tournament registration application.
- Logo placement on all print materials.
- Logo/name placement in electronic communications, event notifications, and newsletters.
- Logo placement on event website.
- Recognition of sponsorship in social media blasts.
- Logo displayed at event (banner provided by sponsor).
- Logo placement on tournament shirt.
- City will provide a 10' x 10' space, pop-up canopy, two tables, and up to four chairs for you to promote your organization during the first day of the tournament at Ernie Howlett Park.
- Advertisement and promotional items placed in participant goodie bags (provided by sponsor).
- Verbal recognition throughout the entire event.
- 6 passes to the VIP Luncheon at the Jack Kramer Club.
- 6 tournament shirts.

U.S. Open Sponsor \$1,000

- Logo placement on all print materials.
- Logo/name placement in electronic communications, event notifications, and newsletters.
- Logo placement on event website.
- Recognition of sponsorship in social media blasts.
- Logo displayed at event (banner provided by sponsor).
- Logo placement on tournament shirt.
- City will provide a 10' x 10' space, one table, and two chairs for you to promote your organization during the first day of the tournament at Ernie Howlett Park.
- Advertisement and promotional items placed in participant goodie bags (provided by sponsor).
- 4 passes to the VIP Luncheon at the Jack Kramer Club.
- 4 tournament shirts.

French Open Sponsor \$500

- Logo placement on all print materials.
- Logo displayed at event (banner provided by sponsor).
- Name placement on tournament shirt.
- City will provide a 10' x 10' space, one table, and two chairs for you to promote your organization during the first day of the tournament at Ernie Howlett Park.
- Advertisement and promotional items placed in participant goodie bags (provided by sponsor).
- 2 passes to the VIP Luncheon at the Jack Kramer Club.
- 2 tournament shirts.

Friend Of The Pepper Tree Foundation Sponsor (In-Kind Donations)

- Recognition as a Friend of the Pepper Tree Foundation sponsor through all advertising outlets.
- Recognition of sponsorship in social media blasts.



Sponsorship Letter of Intent

Sponsor Information

Company/Organization Name

Contact Person's Name

Address

City

State

ZIP

Phone No. 1

Cell Phone

Fax

Contact Person's Email Address

Organization's Website

Event Sponsorship Options

Annual Sponsorship - Top Tier Sponsor for All Events

(\$10,000)

Summer Outdoor Movie Night Series - For levels \$500 and below indicate choice of June or August Movie

Executive Producer (\$2,000) Director (\$1,000)
 Actor (\$500) for: _____ Video Preview (\$75) for: _____ Static Preview (\$50) for: _____

Concert in the Park - July 2022

Diamond Record (\$2,000) Platinum Record (\$1,000) Gold Record (\$500)

Hills are Alive 5k/10k Walk Run - August 2022

Gold (\$2,500) Silver (\$1,000) Bronze (\$500)

City Celebration at Empty Saddle Club - September 2022

Clydesdale (\$2,500) Appaloosa (\$1,000) Mustang (\$500) Pony (\$250)

Tracy Austin Doubles Tennis Tournament - October 2022

Wimbledon (\$2,500) U.S Open (\$1,000) French Open (\$500)

Holiday Parade of Light - December 2022

Santa Claus (\$2,500) Frosty (\$1,000) Rudolph (\$500) Gingerbread (\$250)

Payment

Amount Payable to **Pepper Tree Foundation**: _____ (Tax I.D. #95-3674794)

Check included Please send me an invoice.

Submission

Please submit this completed form with payment to:
City of Rolling Hills Estates, Community Services Department
Attn: Rosa Pinuelas
4045 Palos Verdes Dr. North
Rolling Hills Estates, CA 90274
Email: rosap@rollinghillsestatesca.gov

Approval

If sponsorship is approved, City staff will work with your organization to obtain necessary high-resolution artwork for printed and electronic promotions.

X _____

Sponsor Signature

Printed Name

Date

Contact/Questions

Interested in a sponsorship opportunity not listed or do you have a unique idea to add to one of our events? If so, contact Rosa Pinuelas to discuss your idea.