

Sponsorship Packages



PASO
ROBLES
125TH
1889 - 2014

To honor and preserve Paso Robles' past for future generations

125th Anniversary Celebration

About the Event

In few places do the past and present converge as vividly as they do in Paso Robles. Now, with the coming 125th anniversary of the city's founding in 1889, the City of Paso Robles is set to celebrate the ties that bind prior generations to today's community, and to honor the legacies of those who forged the city's enduring reputation for fine wine, vibrant tourism, warm hospitality and public service.

The festivities will unfold throughout the calendar year of 2014, beginning with a bang at a commemorative fireworks show on New Year's Eve.

Join us as we enrich the future of Paso Robles by celebrating the roots of our community during this momentous anniversary year.

Celebrating Our Past:

The Paso Robles 125th Anniversary will engage citizens and tourists in a year-long celebration of our history as a community. In partnership with local businesses, service organizations, and educational, historical, and municipal agencies, special programs and events will both create public awareness of the area's rich heritage and generate renewed interest in its preservation for the edification and enjoyment of future generations.

Preserving the Past for Future Generations:

Any unused funds generated on behalf of the 125th Anniversary Celebration will be directed to the Pioneer Day Committee, the Paso Robles Historical Society, and the Pioneer Museum to support their missions of preserving, honoring and celebrating the history of Paso Robles.

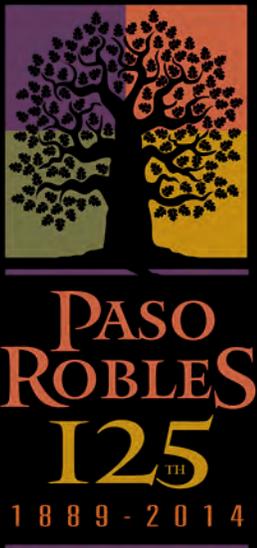


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\$20,000 Heritage Presenting Sponsor

Benefits Package Includes:

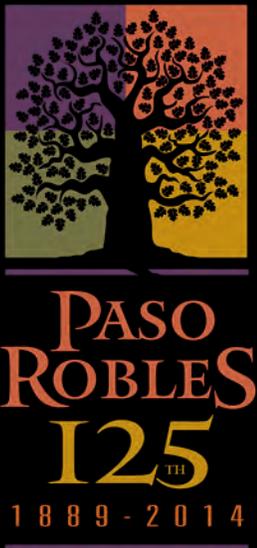
- **Event Title Recognition** - EITHER 2013 New Year's Eve Anniversary Kickoff Gala with Fireworks OR 2014 New Year's Eve Finale with Fireworks
- **Banner Recognition on the Carnegie Library** in City Park during sponsored New Year's Eve Celebration
- **Sixteen (16) tickets** to the 2013 New Year's Eve Kickoff Gala with Fireworks
- **Sixteen (16) tickets** to the 2014 New Year's Eve Finale with Fireworks
- **Four (4) Tickets** Each to any Two (2) of the following events/activities:
 - Paso Robles Wine Festival
 - California Mid State Fair
 - Hearst Castle Tour
 - Hot Air Ballooning
 - Pre-Pioneer Day Dance
 - Firestone-Walker Invitational Beer Festival
 - Paderewski Festival Gala Concert
 - V6 Ranch Trail Rides
 - Santa Margarita Ranch Zipline Adventures
- **One Case (12 bottles)** 125th Anniversary Wine by Hope Family Wines
- **Twelve Bottles of 805 Ale** by Firestone Walker Brewery
- **Goodie bag** including:
 - Specially-cast Commemorative Challenge Coin
 - Commemorative logo pins
 - Recyclable bags
 - Commemorative baseball caps
- **Recognition** at all official 125th Anniversary events
- **Logo** on website, printed material and on event signage



\$10,000 - \$19,999 Ancestor Sponsor

Benefits Package Includes:

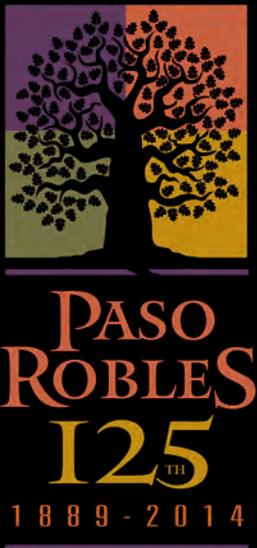
- **Eight (8) tickets** to the 2013 New Year's Eve Celebration with Fireworks
- **Eight (8) tickets** to the 2014 New Year's Eve Finale with Fireworks
- **Two (2) Tickets** Each to any Two (2) of the following events/activities:
 - Paso Robles Wine Festival
 - California Mid State Fair
 - Hearst Castle Tour
 - Hot Air Ballooning
 - Pre-Pioneer Day Dance
 - Firestone-Walker Invitational Beer Festival
 - Paderewski Festival Gala Concert
 - V6 Ranch Trail Rides
 - Santa Margarita Ranch Zipline Adventures
- **Six (6) bottles** 125th Anniversary wine by Hope Family Wines
- **Six (6) Bottles of** 805 Ale by Firestone Walker Brewery
- **Goodie bag** including:
 - Specially-cast Commemorative Challenge Coin
 - Commemorative logo pins
 - Recyclable bags
 - Commemorative baseball caps
- **Recognition** at all official 125th Anniversary events
- **Logo** on website, printed material and on event signage

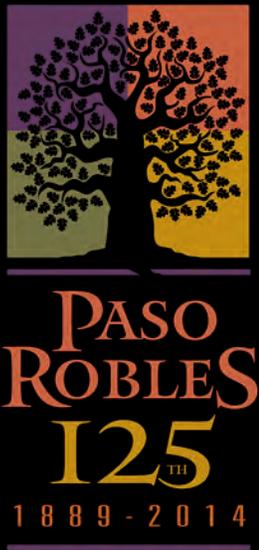


\$5,000 - \$9,999 Legacy Sponsor

Benefits Package Includes:

- **Four (4) tickets** to the 2013 New Year's Eve Celebration with Fireworks
- **Four (4) tickets** to the 2014 New Year's Eve Finale with Fireworks
- **Two (2) Tickets** Each to any One (1) of the following events/activities:
 - Paso Robles Wine Festival
 - California Mid State Fair
 - Hearst Castle Tour
 - Hot Air Ballooning
 - Pre-Pioneer Day Dance
 - Firestone-Walker Invitational Beer Festival
 - Paderewski Festival Gala Concert
 - V6 Ranch Trail Rides
 - Santa Margarita Ranch Zipline Adventures
- **Four (4) bottles** 125th Anniversary wine by Hope Family Wines
- **Six (6) Bottles of** 805 Ale by Firestone Walker Brewery
- **Goodie bag** including:
 - Commemorative logo pins
 - Recyclable bags
 - Commemorative baseball caps
- **Recognition** at all official 125th Anniversary events
- **Logo** on website, printed material and event signage





\$2,500 - \$4,999 Pioneer Sponsor

Benefits Package Includes:

- **Two (2) tickets** to the 2013 New Year's Eve Celebration with Fireworks
- **Two (2) tickets** to the 2014 New Year's Eve Finale with Fireworks
- **Two (2) bottles** 125th Anniversary wine by Hope Family Wines
- **Six (6) Bottles of** 805 Ale by Firestone Walker Brewery
- **Goodie bag** including:
 - Commemorative logo pin
 - Recyclable bag
 - Commemorative baseball cap
- **Recognition** at all official 125th Anniversary events
- **Logo** on website, printed materials and event signage

\$1,500 - \$2,499 History Sponsor

Benefits Package Includes:

- **Six (6) bottles** 125th Anniversary wine by Hope Family Wines
- **Six (6) Bottles of** 805 Ale by Firestone Walker Brewery
- **Goodie bag** including:
 - Commemorative logo pin
 - Recyclable bag
 - Commemorative baseball cap
- **Recognition** at all official 125th Anniversary events
- **Listing** on website, printed materials and on event signage

\$500 - \$1,499 Traditions Sponsor

Benefits Package Includes:

- **One Bottle** 125th Anniversary wine by Hope Family Wines
- **Three (3) Bottles of** 805 Ale by Firestone Walker Brewery
- **Goodie bag** including:
 - Commemorative logo pin
 - Recyclable bag
- **Recognition** at all official 125th Anniversary events
- **Listing** on website and printed materials

\$100 - \$499 Community Donor

Benefits Package Includes:

- **One Bottle** 125th Anniversary wine by Hope Family Wines
- **Three (3) Bottles of** 805 Ale by Firestone Walker Brewery
- **Goodie bag** including:
 - Commemorative logo pin
 - Recyclable bag
- **Listing** on website and printed materials

\$50 - \$99 Individual Contributor

Benefits Package Includes:

- **Goodie bag** including:
 - Commemorative logo pin
 - Recyclable bag
- **Listing** on website



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In-Kind Sponsor

Benefits Package Includes:

- **Two (2) Bottles** 125th Anniversary wine by Hope Family Wines
- **Six (6) Bottles of** 805 Ale by Firestone Walker Brewery
- **Goodie bag** including:
 - Commemorative logo pin
 - Recyclable bag
 - Commemorative Baseball Cap
- **Recognition** at all official 125th Anniversary events
- **Recognition** on website, printed materials and event signage by agreement



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NOTE: All sponsorships/contributions are tax deductible. Payments should be made to the REC Foundation, a 501(c)3 organization. Please note "125th Anniversary" on the check.

CONTACT: For questions, call 805.227.7236. Donations can be mailed to 125th Anniversary Committee, 1000 Spring Street, Paso Robles, CA 93446.

Official Events

2013 New Year's Eve Fireworks Kickoff

For the first time, Paso Robles will have a New Year's Eve event that the entire community can attend in the downtown City Park, complete with FIREWORKS at midnight.

First, join us for a gala fundraising New Year's Eve party at the historic Paso Robles Inn Ballroom. Tickets are \$125 each and include a gourmet dinner, dancing, entertainment and a very special live auction. A portion of each ticket price supports the 125th Anniversary celebration.

Then, celebrate with the entire community as fireworks appear at midnight over City Park. Music, food and special giveaways planned. All activities at City Park are free.

Happy Birthday, Paso Robles

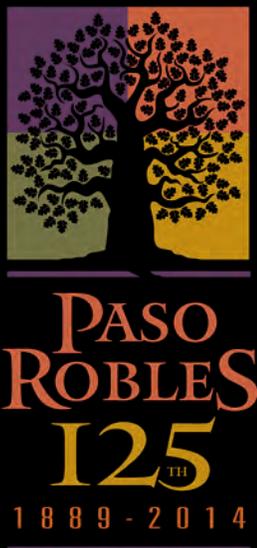
125 years ago, in 1889, Paso Robles became a City.

Come mark this momentous occasion with your community leaders, elected officials, friends and neighbors. There will be fun, refreshments and a marching band at the downtown City Park on March 11, 2014. Free admission.

2014 New Year's Eve Fireworks Finale

The Grand Finale of the 125th Anniversary of Paso Robles takes place New Year's Eve 2014 in the City Park. All of Paso Robles is invited to enjoy entertainment and fireworks in honor of the community leaders, community members, volunteers and sponsors who helped to mark the occasion. We will again be presenting a New Year's Eve party with fireworks at midnight.

*Any unused funds generated on behalf of the 125th Anniversary Celebration will be directed to the **Pioneer Day Committee**, the **Paso Robles Historical Society**, and the **Pioneer Museum** to support their missions of preserving, honoring and celebrating the history of Paso Robles.*





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Sponsorship Level		Website, Print Recognition & Event Signage	Goodie Bag	Anniversary Committee Events Recognition	Special Edition Wine/Beer	New Year's Eve Fireworks 2013 & 2014	Community Events/Activities Tickets	Challenge Coin	Carnegie Banner Recognition
Heritage Presenting	\$20,000 +	Logo	X	X	X (12/12)	X (16 tickets to both events)	X (4 tickets to 2 events)	X	X
Ancestor Sponsor	\$10,000-\$19,999	Logo	X	X	X (6/6)	X (8 tickets to both events)	X (2 tickets to 2 events)	X	
Legacy Sponsor	\$5,000-\$9,999	Logo	X	X	X (4/6)	X (4 tickets to both events)	X (2 tickets to 1 event)		
Pioneer Sponsor	\$2,500-\$4,999	Listing	X	X	X (2/6)	X (2 tickets to both events)			
History Sponsor	\$1,500-\$2,499	Listing	X	X	X (2/6)				
Traditions Sponsor	\$500-\$1,499	Listing	X	X	X (1/3)				
Community Donor	\$100-\$499	Listing	X		X (1/3)				
In Kind Sponsor		By Agreement	X	X	X(2/6)				
Individual Sponsor	\$50-\$99	Listing	X						