



Dear Community Partner,

Thank you for your interest in the D6 Neighborhood Fair, a unique free family-oriented celebration specifically designed to assist neighbors and neighborhoods in getting to know one another better, to champion the civic skills and values prosperous communities embrace and to promote good-neighbor community activities.

The 5th annual D6 Night Market held in Mira Mesa on May 18, 2019 was another huge success, with more than 10,000 attendees. This success was due to the continued generous support of our sponsors that helped pay for the many required expenses such as insurance, city permits, promotional materials, lights and power, recycling bins, trash clean-up, portable toilets, equipment rental, traffic, security and safety personnel, first-aid services, and the like. Sponsorship money also supports reduced booth space rates for local community groups.

Our sponsors receive invaluable marketing exposure to one of the fastest growing communities in San Diego County as well as gaining tremendous goodwill generated by this unique and special event.

The 7th annual D6 Night Market is returning on May 14, 2022 as the D6 Neighborhood Fair, and opportunities exist for new sponsors to join with us. There are four levels of sponsorship available with each level providing increasing levels of marketing and publicity. Details are contained in the Marketing Partnership Proposal. Prompt submission will ensure the fullest benefit from early publicity.

If being a sponsor does not fit your budget, you may still advertise in our souvenir program. See the ad form for ad details and rates. The deadline for submitting an ad (and for submitting booth space agreements) is May 5, 2022.

We are excited about the tremendous goodwill and energy this event will produce! We hope you decide to be part of this great event. Again, please submit your application as early as possible to receive the fullest benefit from early publicity.

Please feel free to email me at [mitz@mitzlee.com](mailto:mitz@mitzlee.com) or call me at 858-232-4463.

Sincerely,

Mitz Lee  
Chair, D6 Neighborhood Fair Team



## **D6 NEIGHBORHOOD FAIR & CELEBRATION MARKETING & SPONSORSHIP BENEFITS**

### **TITLE SPONSOR - \$10,000 +**

- Exclusive Industry Sponsor
- (2) 10x10 vendor booth ( prominent location)
- Recognition on all social media as TITLE
- Facebook promotional tie ins
- Twitter promotional tie ins – pre and on site
- Display of corporate banner above main stage
- Recognition in press releases
- Display of banner at entry point/info booths
- Stage mentions by emcees throughout event
- Recognition as major sponsor on event website
- Logo and link to the company on the website
- Company profile & bio included in program
- Inclusion of company logo on posters
- Inclusion of company logo on fliers
- Back page (or inside cover) ad in event program
- Full-page, full-color ad in event program

### **PLATINUM SPONSOR - \$5,000**

- 10x10 vendor booth in prominent location
- Display of corporate banner at stage of choice
- Display of banner at entry point/info booth
- Time on main stage to speak
- Recognition in press releases
- Inside cover (front or back), full-color ad
- Stage mentions by emcees throughout event
- One promotional email to mailing list
- Logo and link to the company on the website
- Company profile & bio included in the program
- Inclusion of company logo on posters
- Inclusion of company logo on fliers

### **GOLD SPONSOR - \$ 3,500**

- 10x10 vendor booth in prominent location
- Display of corporate banner at second stage
- Time on main stage for company in afternoon
- Logo and link to the company on the website
- Stage mentions by emcees throughout event
- Social media promotional tie-ins
- Company profile & bio included in program
- Full-page, full-color ad in the event program
- Inclusion of company logo on posters
- Inclusion of company logo on fliers

### **SILVER SPONSOR - \$1,500**

- 10 x 10 vendor booth
- Display corporate banner (prominent location)
- Logo and link to the company on the website
- Stage mentions by emcees throughout event
- Social media promotional tie-ins
- Half-page, full-color ad in the event program
- Inclusion of company logo on posters
- Inclusion of company logo on fliers



## SPONSOR INFORMATION PAGE

Please fill out and return the following: Sponsor Information page, Advertisement Design Specification Page, and Booth Rental Agreement no later than **May 5, 2022**. Please make copies for your records.

### Contact Information

Sponsoring Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Number: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

### Sponsorship Marketing Levels (check level) –Checks are made payable to AQE

_____ Title	_____ Platinum	_____ Gold	_____ Silver	_____ Supporting
\$10,000+	\$5,000	\$3,500	\$1,500	\$Variable

### ADVERTISEMENT DESIGN SPECIFICATIONS

In accordance with your level of sponsorship, you are entitled to a free advertisement in the event souvenir program.

_____ Title Sponsor	Full-page, full-color inside ad in souvenir program <b>and</b> full-color ad on the <b><u>back cover</u></b>
_____ Platinum	Full-page, full-color ad in program on <b><u>inside front cover or inside back cover</u></b>
_____ Gold	Full-page, full-color ad in the souvenir program
_____ Silver	Full-page, full-color ad in the souvenir program
_____ Supporting	Variable size, ad in the souvenir program

### Design Specifications:

- Camera-ready artwork or digital files such as high resolution JPEGs, PDF, EPS or TIF files are accepted.
- Please setup ad for your specified page size; digital image resolution must be at least 300 dpi
- Word documents are also accepted without pictures or images. Pictures and images will be separate files saved as JPEG, PDF, TIFF or EPS files.



## D6 NEIGHBORHOOD FAIR 2022

# SPONSOR CHECKLIST

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Please complete and submit the following *no later than May 5, 2022*.  
(unless otherwise specified)

- Completed Sponsor Information Page
- Company profile/bio
- High resolution company image/logo
- Payment check for sponsorship contribution amount
  - Checks are payable to “Alliance for Quality Education”

***MAKE SURE APPLICABLE FORMS ARE SIGNED!***

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Completed documents may be sent via email or mail:

- Email: [info@D6NightMarket.com](mailto:info@D6NightMarket.com)
- Mailing address: Alliance for Quality Education  
D6 Night Market  
P.O. Box 261943  
San Diego, CA 92196

Checks are payable to “Alliance for Quality Education”