



# MarinStock II Sponsorship Package

Event Date: June 19, 2010

Hamilton Ampitheater, Novato, California

Dear Friends and Neighbors:

Our second annual MarinStock fundraiser is scheduled for June 19, 2010. The first event, held in October 2009, enabled us to develop our Home Save Project outreach to assist an additional 150 Marin residents (and a few from Sonoma and Alameda Counties). Our 2<sup>nd</sup> annual fundraiser follows several months of "wins" in human rights by saving the homes of working families and individuals from foreclosures! In addition, as part of our ongoing programs, Marin Family Action provides financial literacy programs to youth and adult and we work with low-income individuals to stabilize their housing.



Our goal is to provide ongoing stability and psychological support for working families in the North Bay; this is the first time in their lives that families working with our Home Save Project have reached out for assistance.

**MarinStock II is entirely staffed by volunteers . . .  
generally the families that we are working with to save homes. It is an alcohol-free family event.**

Please Join Marin Family Action and benefit our community by representing your organization at the MarinStock II at the Hamilton Amphitheater in Novato.

MarinStock is a fun, educational, hip, diverse and family oriented event with Bay Area Musicians on the main stage, a healing arts tent, as well as a kid's zone offering arts and crafts, live theater and activities . . . and, of course, food and crafts.

Attendance for our 2010 event is expected to exceed 1,000 people. Our Web site receives more than 600,000 accesses each year. We are working now to secure a major headliner for the Main Stage, along with media sponsorship participation to increase visibility (which will increase our attendance number!).

MarinStock II sponsorship packages are designed to help you build partnerships and make a strong impact in the minds of attendees long after the event.

Sponsorship partners for our 2009 event included US Bank, Habitat for Humanity and KTVU Channel 2. Support also came from California Assembly Member Jared Huffman, Marin County Supervisors Steve Kinsey and Judy Arnold, and KTVU Channel 2's Mark Ibanez.

Please call with questions or ideas of other types of sponsorship that might interest you. Please respond by March 31 to be included in event marketing materials. Thank you in advance!

Manny Fernandez, Director

### **Marin Family Action, Marin Justice Center**

Marin Family Action is a 10-year-old California non-profit dedicated to providing services to Marin's families, including financial literacy for youth and adults.

30 North San Pedro Rd., Suite 130, San Rafael, CA 94903

415.444.0915 FAX 415.507.1778

[www.MarinFamilyAction.org](http://www.MarinFamilyAction.org)



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Marin Family Action's 2<sup>nd</sup> annual fundraiser follows several months of "wins" in human rights by saving the homes of working families and individuals from foreclosures!

This is an excellent opportunity to help your neighbors in need . . . neighbors who have NEVER BEEN in need in the past! You will reach current and potential customers through our marketing prior to the event and during the next year on our Web site (more than 600,000 accesses each year) and on site at the festival through your booth space and through announcements from the stage.



## What will MarinStock II offer?

- **Live music** from noon through 8 p.m., food booths, crafts, exhibits, children's events, including face painting, a "jumpy" village, storytellers and more.
- **All Eyes On Your Banner:** This is an opportunity to have eyes focused on your banner while you receive recognition and are associated with a day of fun and helping our community
- **Recognition:** Announcements throughout the day thanking you for your support and directing attendees to sponsor's booths
- **Event Publicity:** Sponsors will be listed in all event publicity: online advertisements, press releases, any media sponsors (subject to approval by participating media)
- **Festival Ad Book:** The program will be available at MarinStock II and will be mailed to all sponsors prior to the event. Of course, we encourage our members to patronize our sponsors.
- **Tailored To You:** Maximize your sponsorship by working with us now to tailor visibility to your needs or upcoming programs.

## Sponsorship Contacts:

**Manny Fernandez:** 415 444 [0915/Manny@MarinFamilyAction.org](mailto:Manny@MarinFamilyAction.org)

**Dianne Levy:** [DALevy@MarinFamilyAction.org](mailto:DALevy@MarinFamilyAction.org)

Additional Information and Photos from MarinStock 2009: [www.MarinStock.org](http://www.MarinStock.org)

## MARIN FAMILY ACTION BOARD OF DIRECTORS

Johnson Reynolds, Chair; Herlinda Salcedo, Co-Chair;

Richard Limmer, CPA, Russell Marne, Attorney-at-Law; Dawn Weisz; Ellen Randall

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## Platinum Package: \$4,000

- 2 Booth spaces at MarinStock II (10x20 tent w/table and 2 chairs)
- Logo on Marin Family Action/MarinStock II website for one year
  - 50,032 access/month; 600,392 accesses/year.
  - Note: Driving search terms are "Marin" and "Family"
- 2 Banners displayed on the show grounds in a prime locations, including one on the main stage (banner provided by sponsor)
- Banner on event shuttle busses
- Picnic table in the VIP area (with a prime view of the main stage); tickets/seating/mid-day meal for 6
- 20 general admission tickets to MarinStock II
- Full-page Ad in MarinStock II event brochure
- Logo on press releases and all applicable MarinStock II print collaterals
- Announcements from the Main Stage

## Gold Package: \$2,500

- 1 Booth space at MarinStock II (10x10 tent w/table and 2 chairs)
- Logo on Marin Family Action/MarinStock II website for six months
  - 50,032 access/month.
  - Note: Driving search terms are "Marin" and "Family"
- 1 Banner displayed on the show grounds in a prime location (banner provided by sponsor)
- Picnic table in the VIP area (with a prime view of the main stage); tickets/seating/mid-day meal for 6
- 10 general admission tickets to MarinStock II
- One-Half Page Ad in MarinStock II event brochure
- Logo on press releases and all applicable MarinStock II print collaterals
- Announcements from the Main Stage

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