

You are invited to be a part of Ventura history

• BE A PART OF VENTURA HISTORY •

VENTURA'S LANDMARK
PAIR OF "STAR PINES"
ARE KNOWN AS THE
WORLD'S TALLEST
CHRISTMAS
TREES.

12.05.11

LIGHT
UP OUR
LANDMARKS

PLEASE DONATE TO
PURCHASE OUTDOOR-
RATED, LED LIGHTS
TO CONTINUE THIS
DECADES-OLD
TRADITION.



For more than 70 years, these 100-foot tall Norfolk pine trees have been lit for the holiday season. While the trees, planted in the early 1880s, have stood the test of time, the lights are in dire need of replacement.

*Celebrate
Donate
Illuminate*

Join the fundraising effort to **Light up Our Landmarks**, which have borne witness to the historic growth of our town. The new lights will allow the trees to shine in multiple colors year-round. All donations are tax deductible.

DOWNTOWN VENTURA, WHERE HISTORY COMES ALIVE!
DOWNTOWNVENTURA.ORG

CHECKS SHOULD BE MADE OUT TO THE DOWNTOWN VENTURA ORGANIZATION
MAIL P.O. BOX 1414 VENTURA, CA 93002-1414 CALL 805.641.1090
EMAIL KEVIN@DOWNTOWNVENTURA.ORG VISIT DOWNTOWNVENTURA.ORG
ALL DONATIONS ARE TAX DEDUCTIBLE. TAX I.D. # 753204291

 
DOWNTOWN
VENTURA
DowntownHistory.org

Sponsorship opportunities available now!

You are invited to be a part of this **historic opportunity** to continue a **decades-old tradition** to light up Downtown Ventura's "Star" pine trees.

Join Downtown Ventura Partners and the San Buenaventura Mission to replace the aging and deteriorating lights on the landmark trees with **eco-friendly outdoor LED, color-changing lights**, so families can enjoy these monuments year-round for decades to come. **The new canopy of lights will dramatically increase the draw of families and will produce our own mini Rockefeller Plaza during the Holiday season and other holidays throughout the year.** The new LED strings of lights can shine in multiple colors and each light can be individually controlled.

Your sponsorship will directly benefit the lighting efforts.

In the year 2000, the **America the Beautiful Fund** embarked on an effort to **designate one tree in each state as a "Landmark Tree,"** to be preserved in the "New Millennium." **The Norfolk Pines** at our very own San Buenaventura Mission were chosen and **represent California in all their beauty.** The trees have stood guard as Ventura has grown from a small Mission town to the bustling city it is today. Downtown Ventura Partners and the San Buenaventura Mission have decided that it is time to treat these trees right and give them a dressing that will continue to inspire and awe in the "New Millennium."



Holiday Tree Lighting Ceremony

November 30th 2012

In front of the Mission on Main Street

Fun begins at 4:30

Tree Lighting just before 6

Each holiday season, the tree lighting ceremony attracts more than 1,000 families to our Downtown, with everyone's attention on our grand trees. Now **imagine seeing the tree lights change colors throughout the year: red for Valentine's Day; green for St. Patrick's Day, pastel for the Easter season, etc.** Imagine how awesome it would be to make it look like strobe lights are covering the trees, or snowing, or dripping lights down the tree. **All of this is possible with your help!**

Immediate benefits for your sponsorship may include:

- Recognition as a Sponsor at the Tree Lighting Ceremony and all fundraising events (level to be determined).
- Name recognition on display on the Mission gift shop wall in view of the trees. This is your opportunity to get your name associated with Ventura history, the San Buenaventura Mission, and the event that continues to draw families to Downtown.
- Two tickets for a five-course dinner with Father Tom at the San Buenaventura Mission. You can use these tickets for yourself, gift to one of your best customers, or give to employees for recognition of a job well done.
- Name/Logo placed in all media advertising.
- Logo on our website.
- Vending space at our Mission fundraising event.
- Advertisement in Tree Lighting program.
- Opportunity for title sponsor to plug in the trees with their new lights for the first time with Santa, Father Tom, the Mayor, and other officials.
- VIP seating for the lighting ceremony.

Sponsor packages can be tailored to meet your specific marketing needs.

I will follow up within the next few days to discuss the level of your sponsorship. If in the meantime you have any questions or need additional information, please do not hesitate to email: meredith@downtownventura.org or call (805) 641-1090.

Downtown Ventura Partners and the San Buenaventura Mission thank you in advance for your consideration.

Sincerely,

Meredith Dilg
DVP Project Manager

Kevin Clerici
DVP Executive Director

Father Tom Elewaut
San Buenaventura Mission



Sponsorship Package Opportunities

Platinum Sponsor - \$5,000 and above

- Name on plaque on Mission Gift Shop wall, in prominent view of the newly dressed trees and public walkways
- High Visibility & Traffic
- Two tickets for 5-course dinner and wine with Father Tom at the San Buenaventura Mission
- Mention at Event
- Business Listing & Logo on Marketing Materials
- Cross Promotions.
- Strong Sales Potential
- Opportunity to contribute products to door prizes for events
- Full-Page Ad in Event Program
- 4 Complimentary tickets to fundraising event with vendor table & space
- Aid in inaugural tree lighting
- VIP seating at Tree Lighting Ceremony



Gold Sponsor - \$2,500

- Name in stone on plaque on Mission Gift Shop wall, in prominent view of the newly dressed trees and public walkways
- High Visibility & Traffic
- Mention at Event
- Business Listing & Logo on Marketing Materials
- Cross Promotions
- Strong Sales Potential
- Opportunity to contribute products to door prizes for events
- Full-Page Ad in Event Program
- 4 Complimentary tickets and Vendor Table & Space at fundraising event
- VIP seating at Tree Lighting Ceremony

Silver Sponsor #1- \$1,000

Mention at Event
Business Listing & Logo on Marketing Materials
High Visibility & Traffic
Cross Promotions
Strong Sales Potential
Opportunity to contribute products to door prizes for events
Half-Page Ad in Event Program
2 Complimentary tickets and Vendor Table & Space at fundraising event
VIP seating at Tree Lighting Ceremony

Silver Sponsor #2- \$500

Mention at Event
Business Listing & Logo on Marketing Materials
High Visibility & Traffic
Cross Promotions
Strong Sales Potential
Opportunity to contribute products to door prizes for events
Half-Page Ad in Event Program
Vendor Table & Space at fundraising event
VIP seating at Tree Lighting Ceremony

Sponsor packages can be tailored to meet your specific marketing needs. I look forward to speaking with you and answering any questions you may have.

Please make donations by check out to: **Downtown Ventura Organization – Light Up Our Landmarks.**

Let's all come together to support Ventura's history and keep it exciting for the future.

