

June 7, 2019

Greetings,

The City of Florence is excited to announce that we will be hosting a Community Block Party on Friday, July 19, 2019, from 5:30 to 10:00 p.m. in Old Town Florence. Last year's block party celebrated the 125th anniversary of Florence and was a big hit. We were impressed and humbled by the response to this event. It was amazing to see both our local community members and our visitors enjoying a fun, family-friendly evening in Old Town. The City received positive feedback from community members, business owners, and visitors. We are looking forward to another great community event this summer!

ABOUT THE BLOCK PARTY

The 2019 Community Block Party will be held in Old Town Florence between Laurel Street and the Siuslaw River Bridge. A free concert will be provided from 6:00 to 10:00 p.m. by the band 5 Guys Named Moe (<http://themoes.com>). The City will be creating an electronic scavenger hunt through www.goosechase.com with interactive photo and video challenges in order to encourage attendees to get out and about throughout our community. We will again be inviting our partner agencies and organizations to setup throughout the Block Party area, as well as fun activities for people of all ages!

COMMUNITY BUILDING

It is our goal for the 2019 Community Block Party to encourage our community members to come together and enjoy an amazing evening with their friends and family... they might even make new friends! We will be celebrating our 2nd anniversary of being a Coast Guard City, kicking off the Power of Florence, encouraging exploring what Florence has to offer, and celebrating summer!

SPONSOR OPPORTUNITIES

Last year's event was made possible by the generous support of our sponsors. As we plan for 2019, we are again looking for this support to assist in providing this amazing event for our community. Your support of this event ensures that we can provide an evening of fun and games for families to enjoy. The City has created four sponsorship levels that can be found in the enclosed Sponsorship Opportunities form. Sponsorship contributions will be essential to assist in covering the costs of the free concert, the interactive community scavenger hunt app, supplies for the fun and games, ice cream and other goodies, giveaways for attendees, and other logistical needs associated with the event.

BENEFITS & GUIDELINES

As a sponsor of the 2019 Community Block Party, your support will be showcased prior to, during, and after the event. Sponsors will be highlighted in promotional materials, signage at the event, on the community scavenger hunt app, and during the event welcoming.

The City has the right to and will refuse sponsorship from unacceptable sources, or with an unacceptable message. For example, a sponsorship is unacceptable that:

- ★ Is in conflict with the City's policies, including the City's Social Media Policy.
- ★ Appears to create an endorsement by the City of a particular company, product, political candidate, or position regarding public policies.
- ★ Is considered to contain obscene, indecent, or profane material.
- ★ Is in conflict with the family-friendly nature of the Block Party.
- ★ Ridicules, exploits, or demeans persons on the basis of their age, color, creed, disability, national origin, race, religion, sex, or sexual orientation.

We couldn't provide amazing events like this to our community without the support of our local businesses. If you have any questions regarding the event or the sponsorship opportunities, please contact Lindsey White at 541-590-4011 or via email at lindsey.white@ci.florence.or.us. Thank you for considering sponsoring the 2019 Community Block Party!

City of Florence
A City in Motion



2019 COMMUNITY BLOCK PARTY

FEATURING:

guys named moe



FRIDAY, JULY 19, 2019

5:30 PM-10 PM

LIVE MUSIC BEGINS AT 6 PM

OLD TOWN FLORENCE
BETWEEN LAUREL STREET &
THE SIUSLAW RIVER BRIDGE

**HAVE FUN
& BE SEEN!**

The City of Florence is excited to host the 2019 Community Block Party! Last year's Block Party celebrating the 125th anniversary of the City's founding was a huge hit. Hundreds of our community members and visitors spent an evening with family and friends enjoying live music, visiting local restaurants and shops, and enjoying the activities. We look forward to another fun filled Block Party!

**COMMUNITY
BUILDING**

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**WHAT ARE YOU
SUPPORTING?**

Your support of this event ensures that we can provide an evening of fun and games for families to enjoy. The event will provide free live music and activities for people of all ages. Sponsorship of this event will contribute to the costs of providing the free concert, supplies for the games and activities, funding of the community scavenger hunt app, giveaways, and other goodies and treats.

**SHOWCASE
YOUR BUSINESS**

As a sponsor of the 2019 Community Block Party, your support will be showcased prior to, during, and after the event. Sponsors will be highlighted in promotional materials, signage at the event, on the community scavenger hunt app, and during the event welcoming. We couldn't provide amazing events like this to our community without the support of our local businesses. Thank you!

SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFITS

	PREMIER \$ 1,000	SUPPORTING \$ 750	COMMUNITY \$ 500	CONTRIBUTING \$ 250
Recognition on Block Party Website & Social Media Event Pages	★	★	★	★
Warm Feeling Knowing You Supported the Block Party	★	★	★	★
Block Party/National Night Out Shirts	4	3	2	1
Social Media Shoutouts	★	★	★	
Name on Thank You Boards	★	★	★	
Even More Social Media Shoutouts	★	★		
Logo on Printed Material	★	★		
Logo on Sponsorship Banner	★	★		
Special Thanks During the Event	★			
Community Scavenger Hunt App Challenge Related to the Sponsor	★			
Premier Placement of Logo on Sponsorship Banner and Advertising	★			

COMPANY INFO

Company/Organization _____

Mailing Address _____

Contact _____

Phone _____

Email _____

SPONSORSHIP LEVEL



PREMIER \$ 1,000



SUPPORTING \$ 750



COMMUNITY \$ 500



CONTRIBUTING \$ 250

SHIRT SIZES

(Available Sizes: Youth Medium, Youth Large, Adult Small — 3XL)

PREMIER _____

SUPPORTING _____

COMMUNITY _____

CONTRIBUTING _____

Email your logo to: LINDSEY.WHITE@CI.FLORENCE.OR.US

Mail this form along with your check (payable to City of Florence) to:
CITY OF FLORENCE BLOCK PARTY • 250 HWY 101 • FLORENCE, OR 97439

To be included in promotional material and event banners, sponsorships must be received by July 1, 2019. Please see the sponsorship letter for guidelines.



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