



# NorCal Helping Hands Lions Club

964 San Simeon Dr. Concord CA 94518

July 18, 2022

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Dear Sir / Madam,

## **NORCAL HELPING HANDS – CRICKET CARNIVAL 2022**

The NorCal Helping Hands Lions Club is a non-profit service club registered in Lion District 4C-3 (Alameda & Contra Costa Counties) and a part of the ‘Lions Club International Organization’ which is renown as one of the world’s largest humanitarian service organizations. As a specialty club based in Concord CA and operating in Northern California, we focus on turning our common interests in to rewarding fundraising projects to serve our community in need. This year, we have decided to bring together the increasingly popular sport of Cricket and the Californians that love their community together for the inaugural ‘**NorCal Helping Hands Cricket Carnival 2022**’, aiming to raise funds for our service projects for the year 2022/23.

The event has been scheduled to take place on the 24<sup>th</sup> of September 2022 at the Arroyo Park in Davis CA and will go on for the entirety of the day. The event has received much excitement among the Lions and youth communities of the bay area and the greater Sacramento area, and we are expecting a large gathering of families to add color to this event that we plan on hosting as an annual spectacle. However, we think our efforts would go even farther with your help as one of our glamorous corporate sponsors. Please see the annexed list of sponsorship packages that would best suit the interests of you/your company.

With you/your company by our side at this upcoming event, we are sure to achieve this year’s fundraising goal and serve the community of Northern California well. If you/your company is interested in being an event sponsor, please reach out to Lion Pasindu at (916) 892-8621 or [norcalhelpinghands@gmail.com](mailto:norcalhelpinghands@gmail.com).

We can’t wait to hear back!

Yours in Lions service,

**Manju Potuhera**  
**President**

*“We Are All Connected to Serve”*  
[norcalhelpinghands@gmail.com](mailto:norcalhelpinghands@gmail.com)

**NORCAL HELPING HANDS – CRICKET CARNIVAL 2022**

**SPONSORSHIP PACKAGES**

| <b>Sponsor Type</b> | <b>Amount</b> | <b>Publicity Benefits</b>  |
|---------------------|---------------|--|
| Gold Sponsor        | \$3,000       | <ul style="list-style-type: none"><li>• Sole rights for the Champions trophy to be named after the sponsor.</li><li>• Company logo to be printed on the front of the event T-Shirt.</li><li>• Video and still image advertisements to be published daily via the NorCal Helping Hands Lions Club Facebook and Instagram pages throughout the 30 days leading up to the event.</li><li>• Rights to award gift cards to the Champion team (8 players) to attract purchases from the business.</li><li>• Right to set up a sales booth/stall at the venue of the event to promote the business or make sales to the 400-500 expected visitors and players.</li><li>• Right for logo appearance on the backdrop banner at the awards ceremony of the event.</li><li>• Right to set up advertising media at the venue to be captured by our official photographers, all players, and visitors.</li><li>• Announcements of sponsorship to be made on the PA system at the event by the DJ and announcer.</li></ul> |
| Silver Sponsor      | \$1,000       | <ul style="list-style-type: none"><li>• Sole rights for the Runner Up trophy to be named after the sponsor.</li><li>• Company logo to be printed on the sleeve of the event T-Shirt</li><li>• Video and still image advertisements to be published daily via the NorCal Helping Hands Lions Club Facebook and Instagram pages throughout the 30 days leading up to the event.</li><li>• Rights to award gift cards to the Champion team (8 players) to attract purchases from the business.</li><li>• Right to set up a sales booth/stall at the venue of the event to promote the business or make sales to the 400-500 expected visitors and players.</li></ul>  |

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|----------------------|-------|---|
|                      |       | <ul style="list-style-type: none"> <li>• Right for logo appearance on the backdrop banner at the awards ceremony of the event.</li> <li>• Right to set up advertising media at the venue to be captured by our official photographers, all players, and visitors.</li> <li>• Announcements of sponsorship to be made on the PA system at the event by the DJ and announcer.</li> </ul>  |
| Co-Sponsors          | \$500 | <ul style="list-style-type: none"> <li>• Video and still image advertisements to be published daily via the NorCal Helping Hands Lions Club Facebook and Instagram pages throughout the 30 days leading up to the event.</li> <li>• Company logo to be printed on the back of the event T-Shirt.</li> <li>• Rights to award gift cards to the Champion team (8 players) to attract purchases from the business.</li> <li>• Right to set up a sales booth/stall at the venue of the event to promote the business or make sales to the 400-500 expected visitors and players.</li> <li>• Right for logo appearance on the backdrop banner at the awards ceremony of the event.</li> <li>• Right to set up advertising media at the venue to be captured by our official photographers, all players, and visitors.</li> <li>• Announcements of sponsorship to be made on the PA system at the event by the DJ and announcer.</li> </ul> |
| Sales Booth / Stall  | \$300 | <ul style="list-style-type: none"> <li>• Right to set up a sales booth/stall at the venue of the event to promote the business or make sales to the 400-500 expected visitors and players.</li> <li>• Right to set up advertising media at the venue in-front of booth/stall to be captured by our official photographers, all players, and visitors.</li> <li>• Announcements of booth/stall to be made on the PA system at the event by the DJ and announcer.</li> </ul>  |
| Advertisement Banner | \$100 | <ul style="list-style-type: none"> <li>• Right to set up advertising media at the venue, banner can be hung/erected anywhere around the playing field except in-front of the main invitees' tent and in obstruction of the</li> </ul>   |

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|-------------|------|--|
|             |      | <p>match officials' line of view. Banner to be captured by our official photographers, all players, and visitors.</p> <ul style="list-style-type: none"> <li>• Announcement of banner sponsors to be made on the PA system at the event by the DJ and announcer.</li> </ul>                  |
| Well-Wisher | \$50 | <ul style="list-style-type: none"> <li>• List of well-wishers along with company logo to be posted on the NorCal Helping Hands Lions Club Facebook and Instagram pages.</li> <li>• Announcement of well-wishers to be made on the PA system at the event by the DJ and announcer.</li> </ul> |

***\*Other cash values and publicity options can be negotiated and agreed on at the point of contact.  
Please contact Lion Pasindu at (916) 892-8621 or email [norcalhelpinghands@gmail.com](mailto:norcalhelpinghands@gmail.com).***