

**The North Columbia Schoolhouse Cultural Center**  
*presents*

# **THE AUTUMN SHINDIG HARVEST FESTIVAL**

**SUNDAY, OCTOBER 6TH, 2019**

## **Sponsorship Information**

The Autumn Shindig Harvest Festival is an annual favorite for everyone who attends. It is a fun family event with games, music, juggling, magic tricks, cotton candy, ice cream, tamales, hot dogs, face painting, craft vendors, dunk tank, sack races, tug-of-war and much, much more.

Your cash or in-kind donations will go toward buying food, prizes, constructing a new game or two, renting a dunk tank printing posters and getting decorations. All of the money earned from the Shindig benefits the North Columbia Schoolhouse Cultural Center, a 501(c) 3 non-profit organization. Donations are tax deductible.

## **Contact**

J. Anu Welfley  
Executive Director  
(530) 265-2826  
[ncscc@nccn.net](mailto:ncscc@nccn.net)

*Thanks to all who support the Schoolhouse! Your community is very grateful.*

Please make checks payable to **North Columbia Schoolhouse Cultural Center** and mail or drop off payment at **17894 Tyler Foote Road, Nevada City, CA 95959**

## **Attendance**

- We estimate 250++ guests will be in attendance at any given time throughout the day
- With a full 6 hours of entertainment, we can expect several hundred floating visitors in attendance throughout the day
- Attendees are expected to come from not only the San Juan Ridge, but surrounding areas including Downieville, Truckee, Nevada City, and Grass Valley

## **Outreach**

- Press Campaign begins 4 weeks before the Shindig and includes press releases targeting local press and radio stations.
- Street Teams targeting Nevada County with posters and flyers.
- 400 NCSCC members will be invited to attend the Shindig, along with the many other non-members on our mailing list. Emails will be sent to the 1000 people on our email list.
- Additional outlets include Facebook and website at [northcolumbiaschoolhouse.org](http://northcolumbiaschoolhouse.org)

## **SPONSORSHIP LEVELS**

### **Gold Sponsor (4 sponsorships allotted) - Total Value of Donation \$250**

- Thank you in all press materials and radio spots, where allowed
- Free booth at the event, if applicable and desired
- \$25 in tokens to spend at the event (good for food, games, etc.)
- The Union press release after the event with kudos
- Logo on event poster
- Menu mention if a food donation
- Mailing list thank you in NCSCC newsletter (distribution 500)
- Thank you in email newsletter (distribution 1500)
- Recognition on our Facebook page
- Public recognition at the event (stage mention)

### **Silver Sponsor (10 sponsorships allotted) - Total Value of Donation \$125**

- \$10 in tokens to spend at the event (good for food, games, etc.)
- Text mention on event poster
- Menu mention if a food donation
- Mailing list thank you in NCSCC newsletter
- Recognition on our Facebook page
- Public recognition at the event (stage mention)

### **Bronze Sponsor (unlimited) - Total Value of Donation \$50**

- Mailing list thank you in NCSCC newsletter
- Recognition on our Facebook page
- Public recognition at the event (stage mention)