



## CENTRAL VALLEY FALLEN HEROES

A 501 (c) (3) IRS charity

Dear Potential Partner,

I represent the Central Valley Fallen Heroes (CVFH) organization, an all-volunteer charity fundraising organization. We support the families of police, military, fire fighters and other first responders who are injured or lose their lives in the service to our community and country. We are an IRS recognized charity with a 501 (c) (3).

Since our start in 2016, we have raised nearly \$100,000 for our charities. On October 7th, 2023, the Central Valley Fallen Heroes, Inc. will host our 7th event which will be held at the California 9/11 Memorial in Clovis, CA. The last four car show events were so successful we have had other organizations asking to be part of the event.

We are excited to present our 6th Annual Car Show, a high-quality event with entertainment for the entire family. We know it is with the assistance with partners like you that brings us our optimistic approach in raising another \$50,000 through this year's event. All proceeds will be used to support our first responders and their families.

We come to you seeking your support for this event through monetary donations, goods and services for auctions, raffles, or door prizes, and remember your donations are tax deductible. In return for your support, your business will be featured throughout our show and more as you choose a level of sponsorship. Our previous shows have had local news coverage leading up to the show as well as during the event.

We have identified our sponsorships as follows:

**Palladium** (\$30,000) – Title sponsor, joint marketing plan, co-advertising on radio and TV in addition to Titanium amenities.

**Titanium** (\$15,000) - Presenting sponsor, larger area of display for product, co-advertising on radio, unique posters at event in addition to Platinum amenities.

**Platinum** (\$10,000) - Upgraded Vendor spot (10x20), logo on all merchandise, some radio co-advertising in addition to Gold amenities.

**Gold** (\$5,000) - Your banner (3x10) to be displayed at show, logo on flyers in addition to Silver amenities.

**Silver** (\$2,500) - Logo on flyers in addition to Aluminum sponsorships amenities.

**Aluminum** (\$1000) - Logo on poster in addition to Bronze sponsorship amenities.

**Bronze** (\$500) - Logo on website in addition Copper sponsorship amenities.

**Copper** (\$250) - Letter, announcements at show, 10x10 Vendor spot

These sponsorships offset expenses that maximizes our contributions to support our first responders and their families and add to the enjoyment of participants and spectators. We thank you in advance for your time and commitment to showing support to those who risk it all for us.

Respectfully,

Central Valley Fallen Heroes Inc.

E-Mail: [PaulB@cvfallenheroes.org](mailto:PaulB@cvfallenheroes.org)