



April 21, 2011

Dear Community Stakeholder,

Old Brooklyn Community Development Corporation is a 35 year old non-profit that advocates for this historic neighborhood through housing rehabilitation programs, foreclosure prevention, storefront renovations, block club support and publication of the Old Brooklyn News and Old Brooklyn Business Directory.

We would like to give you the unique opportunity to join us in celebrating three signature events in Old Brooklyn:

- ⬇ **Pop UP Pearl - May 21st**
- ⬇ **All Access Pizza Tour - July 29**
- ⬇ **Bridging the Distance 5k/1m Run/ Walk - August 14**

In addition to these three events we offer monthly movie nights that attract Old Brooklyn's families and friends.

Our signature event, **Bridging the Distance** 5k and 1 mile Walk/Run, is scheduled for Sunday, August 14th. Last year there were over 450 race participants and families in attendance. We anticipate the attendance doubling this year. A new event that we are implementing in 2011 is the **All Access Pizza Tour** in which Lolly the Trolley will take visitors to a variety of pizzerias to sample the Italian delight!

We invite you to celebrate these community events with us by becoming a financial or in-kind sponsor. The attached sheet outlines several levels of giving of which we hope one will align with your personal/corporate philanthropic goals. Your support allows us to continue our mission and assisting families in need.

These events will be heavily promoted throughout the community and city. Commit to being a sponsor by **May 5, 2011** and your company will be **mentioned in a special Plain Dealer insert announcing our Pop UP Pearl** event. The distribution rate for this insert is 36,000 and covers five zip codes. Hurry, don't wait! What a wonderful marketing opportunity for our neighborhood and your business.

If you are interested in sponsoring any/all of our 2011 Special Events, making an in-kind donation, or would like to speak in more detail about the various packages please contact me at (216) 459-1000 ext. 207 or lorip@oldbrooklyn.com.

Respectfully,

Robyn Sandys
Executive Director

Lori Peterson
Residential Programs Manager

Old Brooklyn Community Development Corporation Annual Events Package

Taking the Gold - \$5,000 Title

- * Color logo on Banner for signature event Bridging the Distance and Lolly the Trolley Banner for Pizza Tour
- * Full page full color ad in (10x 16) Old Brooklyn News- Valued at \$1207
- * (4) ¼ page black and white ads in the Old Brooklyn News for one year- \$952
- * 20% off of Old Brooklyn News ads for one year
- * Logo on T-shirts for participants for Bridging the Distance 5k/1mi
- * Logo on Hermes Cleveland website (see next page)
- * Linkage and logo on OBCDC website/Old Brooklyn Connected
- * Name in all advertising and recognition in the *Old Brooklyn News*
- * Web site link in OBCDC's on-line business directory
- * Recognition at each event
- * Logo on all signage at event

Silver Streak - \$2500

- * Logo on Banner at Signature event Bridging the Distance and Lolly the Trolley Banner for Pizza tour
- * 1/2 page full color ad (8x5 inches) in the Old Brooklyn News -Valued at \$438
- * (4) Business card ads in the Old Brooklyn News for one year \$120
- * 15% off of Old Brooklyn ads for one year
- * Logo on T-shirts for participants for Bridging the Distance 5k/1mi
- * Logo on Hermes Cleveland website (see next page)
- * Linkage and logo on OBCDC website/Old Brooklyn Connected
- * Name in all advertising and recognition in the *Old Brooklyn News*
- * Web site link in OBCDC's on-line business directory
- * Recognition at each event
- * Name on signage at signature event

Bringing Home the Bronze – \$1000

- * Name on Banner at Signature event Bridging the Distance
- * Logo on T-shirts for participants for Bridging the Distance 5k/1mi
- * 10% off of Old Brooklyn ads for one year
- * Name in all advertising and recognition in the *Old Brooklyn News*
- * Name on all printed material for each event
- * Web site link in OBCDC's on-line business directory
- * Recognition at each event
- * Linkage on OBCDC website and Old Brooklyn Connected

Trailblazers - \$250

- * Name on all printed material for each event
- * 20% off of Old Brooklyn ads for one year

2011 Special Events

Pop UP Pearl

May 21st Noon-dusk

Expected attendance: 1,500

Movie Night Under the Stars

June 24, 2011

Archmere Park

Expected Attendance: 100

Movie Night Under the Stars

July 22, 2011

Loew Park

Expected Attendance: 100

All Access Pizza Tour

July 29, 2011

Old Brooklyn

New event

Bridging the Distance 5k/1mi Run/Walk

August 14, 2011

Cleveland Metroparks Zoo

Expected Attendance: 800

Hermes Cleveland website that receive 55,000
visitors per month

Email marketing to 37,000 email addresses with over
300,000 page views

On Hermes Cleveland home page for two weeks prior to the event date

Old Brooklyn Community Picnic

August 19, 2011

Brookside Park

Expected Attendance: 100

Movie Night Under the Stars

August 19, 2011

Brookside Park

Expected Attendance: 100

Fall-O-Ween Festival

October 22, 2011

MetroHealth Senior Health and Wellness Center

Expected Attendance: 1,000

Cookies and Cocoa with Santa

December 10, 2011

MetroHealth Senior Health and Wellness Center

Expected Attendance: 500

**Old Brooklyn Community Development Corporation presents
2011 Annual Events Sponsorship Package**

Company Name _____

Contact Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-Mail _____

See Attached Sheet Detailing Sponsorships

- Bridge Builder Taking the Gold Silver Streak
 Bringing Home the Bronze Trailblazer

Name on T-shirt _____

Website _____

In Kind Donation

- Yes! I'd like to donate an item

Description of Item Donated _____

Value of Item Donated _____

Specific Instructions _____

Name on T-shirt _____

Website _____

Amount Due and Authorized Signature

Payment Plan Available

Sponsorship Fee \$ _____ Credit Card Type _____

Credit Card # _____ Exp. Date _____

Name on Credit Card _____

A commitment must be made by May 21st.

Please call Lori Peterson at 216-459-1000 if you have any questions. Make check or money order payable to: Old Brooklyn Community Development Corporation 3344 Broadview Road Cleveland, OH 44109. We accept Visa or MasterCard.

Signature of Commitment _____

*Vector graphics- eps format are needed for t-shirt logos black and white logos

*gif, jpeg and low resolution are not acceptable

OBCDC is an independent, not for profit organization with 501 c (3) status. No goods or services have been provided for this donation. Please use this letter of documentation for tax purposes.