



SACRAMENTO MEMORIAL AUDITORIUM



2019 SPONSORSHIP PACKAGE



DR. ERNIE BODAI, SURGEON & ACTIVIST



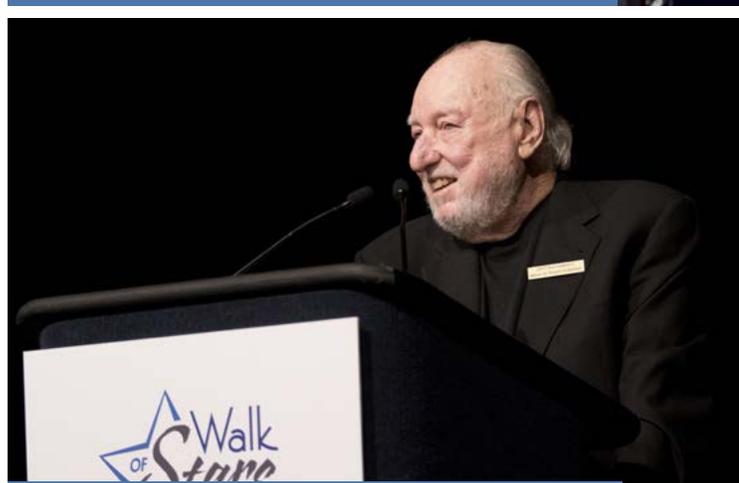
LEVAR BURTON, ACTOR & ACTIVIST



DEBBIE MEYER, OLYMPIC SWIMMER



NICHOLAS SPARKS, AUTHOR & SCREENWRITER



RUSS SOLOMON, TOWER RECORDS FOUNDER





CELEBRATING SACRAMENTO WALK OF STARS

The Sacramento region boasts some of the world's greatest entertainers and artists, athletes, journalists, entrepreneurs and scientists. Sacramento Walk of Stars honors national and worldwide accomplishments made by those who call or once called the Sacramento region home.

2019 marks the third year to honor inductees with beautiful bronze and terrazzo stars placed in the heart of Sacramento. Sacramento Walk of Stars will launch in spring 2019 with an announcement to declare the year's inductees and year three location. In late summer, we will host a star installation ceremony, VIP reception and celebratory gala. The Sacramento Walk of Stars will add the new inductees to the bustling sidewalks of downtown and midtown Sacramento.

Sacramento Walk of Stars began in 2016. The inaugural group of stars included:

- ★ LeVar Burton, actor and activist
- ★ Debbie Meyer, Olympic gold medalist
- ★ Dr. Ernie Bodai, breast cancer surgeon and advocate
- ★ Timothy B. Schmit, Eagles bassist and vocalist
- ★ Gregory Kondos, visual artist

In 2017, we honored:

- ★ Nicholas Sparks, author and screenwriter
- ★ Russ Solomon, founder of Tower Records
- ★ Billy Mills, Olympic athlete and humanitarian
- ★ Ruthie Bolton, WNBA star and Olympic athlete

Both years, the groups were honored with stars installed on L Street between 18th and 19th streets at a morning event. The stars were guests of honor at a celebratory gala in the evening where they shared inspiring and meaningful stories about what Sacramento means to them and also mingled with VIP guests and sponsors at a special pre-gala reception.

"I love Sacramento. When you're in Sacramento you get a better view of the whole world."

RUSS SOLOMON, TOWER RECORDS FOUNDER

"This means just as much as it did 20 years ago when I stood on that podium in Atlanta to bring home the (Olympic) gold."

RUTHIE BOLTON, OLYMPIC ATHLETE



HELP BUILD SACRAMENTO WALK OF STARS

Sacramento Walk of Stars is a nonprofit organization (501(c)4) founded by Scot Crocker and Lucy Eidam Crocker. It's operated by a board of directors and steering committee. The all-volunteer organization provides educational, cultural and economic benefits to residents, businesses and visitors in the region.

It is critical to the program's success to have sponsorship support from organizations and individuals. By becoming a Sacramento Walk of Stars sponsor, you join a cause to:

- ★ Celebrate Sacramento's best and brightest for their national and worldwide achievements
- ★ Spark excitement in midtown Sacramento
- ★ Boost community pride and energize public spaces
- ★ Support economic development as visitors patronize nearby restaurants, stores and businesses



CATEGORIES AND CRITERIA

Sacramento Walk of Stars pays tribute to those who have affected the nation or the world for the better while contributing to the shining light of Sacramento. Several inductees are recognized each year for their achievements in arts and entertainment, sports, science and technology, news and business. They must also have:

- ★ Lived or been raised in the greater Sacramento region
- ★ National or international significance
- ★ Made a positive impact on the Sacramento region

"I have always claimed Sacramento as my hometown. Today I genuinely feel that Sacramento has, in turn, claimed me."

LEVAR BURTON, ACTOR & ACTIVIST

"I'm going to tell you one thing ... I'm not going to stop until breast cancer is cured."

DR. ERNIE BODAI, SURGEON & ACTIVIST





2019 EVENTS AND CELEBRATIONS

“When you talk about an emotional connection and a spiritual tie to a place, it’s very easy for me to say ‘This is where I am. This is where I belong. This is where I’m most connected.’”

NICHOLAS SPARKS, AUTHOR & SCREENWRITER

Star Installation Ceremony: Inductees, lead sponsors and program organizers will gather in late summer during a morning ceremony and media event to unveil the stars in the sidewalk. This free public event builds momentum, creates significant local attention and attracts media and social media coverage.

VIP Reception: Sacramento Walk of Stars will host an intimate VIP reception to recognize and pay tribute to the inductees prior to the gala. Top sponsors are invited to attend and enjoy the event with the inductees, other celebrities and Sacramento leaders.

Celebratory Gala: Following the VIP reception, organizers will host a celebratory gala for sponsors and gala ticket holders. The event will commemorate the 2019 stars with a night of food and festivities and feature inductees sharing their inspirational stories, accomplishments and what Sacramento means to them.

“I don’t think I have ever been as emotional about an award as I was today.”

DEBBIE MEYER, OLYMPIC SWIMMER



SPONSORSHIP OPPORTUNITIES

| SPONSORSHIPS | Presenting \$15,000 | Platinum \$10,000 | Gold \$5,000 | Silver \$2,500 | Table \$1,500 |
|---|------------------------|----------------------|-----------------|-------------------|------------------|
| Star Installation Ceremony | | | | | |
| Speaking opportunity at installation ceremony | ★ | | | | |
| Participation in installation ceremony | ★ | ★ | | | |
| Photos with the stars | ★ | ★ | ★ | | |
| Mention in press release and recognition during ceremony | ★ | ★ | ★ | | |
| Logo on step and repeat | ★ | ★ | | | |
| Logo in ceremony program | ★ | ★ | | | |
| Name in ceremony program | ★ | ★ | ★ | | |
| VIP Reception | | | | | |
| 20 reception tickets | ★ | | | | |
| 10 reception tickets | | ★ | ★ | | |
| Opportunity for remarks | ★ | | | | |
| Logo on step and repeat | ★ | ★ | | | |
| Inaugural Gala | | | | | |
| Inductee introduction at the gala | ★ | ★ | | | |
| Recognition during gala | ★ | ★ | ★ | ★ | |
| Two tables of 10 placed in premier central stage location | ★ | | | | |
| One table of 10 in premier central stage location | | ★ | ★ | | |
| One table of 10 in premium location | | | | ★ | |
| One table of 10 | | | | | ★ |
| Company name and logo featured on event opening screen | ★ | | | | |
| Company name featured on event closing screen | ★ | ★ | ★ | ★ | ★ |
| Company name and logo featured in program | ★ | ★ | | | |
| Company name featured in program | | | ★ | ★ | |
| Logo on event banners | ★ | ★ | | | |
| Company name mentioned in press release | ★ | ★ | ★ | ★ | |
| Company logo on website | ★ | ★ | | | |
| Company logo on invitations and promotional print ads | ★ | ★ | | | |
| Company name in invitations and promotional print ads | | | ★ | | |
| Name on website | ★ | ★ | ★ | ★ | |
| Mentions on Sacramento Walk of Stars' social media | 4 | 3 | 2 | 1 | |
| Recognition in welcome packages provided to inductees | ★ | ★ | ★ | ★ | ★ |

“It’s an extra special treat for me to accept this honor right here in Sacramento in the great Memorial Auditorium.”

TIMOTHY B. SCHMIT, MUSICIAN, THE EAGLES



For More Information

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SacramentoWalkofStars.com

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