

SPECIAL 2024 CELEBRATION
HONORING SACRAMENTO'S
BEST OF THE BEST



2024 SPONSORSHIP PACKAGE



COLIN HANKS,
ACTOR & DIRECTOR



MERRIN DUNGEY,
ACTRESS



BILL CARTWRIGHT,
NBA ALL-STAR



DR. CORNEL WEST JR.,
AUTHOR & PHILOSOPHER



DEBBIE MEYER,
OLYMPIC SWIMMER



LEVAR BURTON,
ACTOR & ACTIVIST



NICHOLAS SPARKS,
AUTHOR & SCREENWRITER



SUMMER SANDERS,
GOLD MEDALIST



DUSTY BAKER,
BASEBALL MANAGER



CELEBRATING SACRAMENTO WALK OF STARS

The Sacramento Walk of Stars honors four or five of the greatest entertainers, artists, athletes, journalists, entrepreneurs, and scientists each year. For 2024, we are excited to announce our stars: **Cornel West** is an American philosopher, political activist, social critic, and public intellectual; **Colin Hanks**, actor and director and the son of Tom Hanks; **Merrin Dungey** is an American actress who has appeared on numerous TV shows and movies; **Bill Cartwright** is a notable and former all-star NBA basketball player with three NBA championships.

2024 marks our fourth year of placing beautiful bronze and terrazzo stars in the heart of Sacramento's Midtown area. We plan to unveil this year's star on September 18, 2024. A celebration gala will be held on September 18 at the Memorial Auditorium.

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

In 2019, we honored:

- ★ Dusty Baker, outstanding Major League baseball player and manager
- ★ Summer Sanders, Olympic gold medalist, sports commentator and TV show host
- ★ Urijah Faber, MMA World Champion and UFC Hall of Famer
- ★ Darrell Corti, legendary food and wine expert

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

RUSS SOLOMON, TOWER RECORDS FOUNDER

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. In 2021, we honored Sacramento's Covid 19 Frontline and Healthcare Workers with a star. This year, we are back with Stars who have called Sacramento their hometown and have achieved national and international achievements in arts and entertainment, sports, science and technology, news and business. Stars must have:

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

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

DR. ERNIE BODAI, SURGEON & ACTIVIST

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

LEVAR BURTON, ACTOR & ACTIVIST



2024 EVENTS AND CELEBRATIONS



Star Installation Ceremony: Our Inductees along with lead sponsors, community leaders and the public will unveil their stars on L Street between 18 and 19th Streets at 9 a.m. September 18, 2024.

Gala Celebration: The public is invited to the Gala Celebration on Wednesday, August 18, at 6:30 p.m. featuring our honorees. The Celebration includes dinner and we will hear from each of our honorees about the career and what Sacramento means to them. Become an event sponsor or get your tickets early. This gala is always a sell-out.

“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 \$25,000 | Platinum \$15,000 | Gold \$6,000 | Silver \$4,000 | Table \$2,000 |
|---|------------------------|----------------------|-----------------|-------------------|------------------|
| 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

Scot Crocker

Scot@CrockerBranding.com

916-212-8942

SacramentoWalkofStars.com

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Tia Gemmell

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