City of Murrieta
Community Services District
1 Town Square
Murrieta, CA 92562
www.murrieta.org

August 21, 2012

To Whom It May Concern:

The Murrieta Community Services District (CSD) is hosting its first-ever Food Truck Festival on Saturday, October 13, 2012 to benefit the Murrieta Youth Center that is currently under construction. The center has been an idea of the city's since 1999 when the City Council purchased the vacant land behind Rite Aid and California Oaks Sports Park. A grand opening and dedication is slated for early summer 2013.

Throughout this long process, the city set aside Development Impact Fee funds for the center, but due to higher than anticipated construction costs, a budget gap remains for furnishings and programming activities when the center is completed. The CSD staff has decided to undertake the task of fundraising for the after-construction-needs of the center. By hosting a Food Truck Festival, staff believes the budget gap can be narrowed.

The Food Truck Festival will be open from 12 to 5pm to anyone wishing to visit and partake in a widely popular event trend that is taking place all throughout Riverside County. The CSD intends to contract with 15 to 20 independent, gourmet food truck vendors to offer festival goers the very best selection. As a compliment to the food trucks, there will also be a beer garden. The expected attendance should be approximately 3,000 to 5,000 participants.

The main goal is to reach out to local businesses like yours to help sponsor this community event. Attached you will find that there are several different types of sponsorship levels to best suit your business. This is a community event and the city hopes to collaborate with local businesses to make this a successful fundraiser for the youth of Murrieta.

The CSD hopes you will consider promoting your business by sponsoring this unique community event. Thank you for your time and if you have any questions, feel free to contact me.

Sincerely,

Jeri Copeland
Recreation Supervisor
(951) 461-6122
Jcopeland@murrieta.org

Murrieta Food Truck Fest Sponsorship

$1,000 Title Sponsor

- Name and/or logo on flyer and advertisements
- Name mentioned during public address announcements
- City will provide two banners with name and/or logo displayed at event
- Booth space 10’ x 20’
- 15 admission tickets
- Access to Festival one hour prior to opening
- Access to VIP tent
- Preferred parking

$500 Gold Sponsor

- Name and/or logo on flyer and advertisements
- Name mentioned during public address announcements
- City will provide one banner with name and/or logo displayed at event
- Booth space 10’ x 10’
- 8 admission tickets
- Access to festival one hour prior to opening
- Access to VIP Tent
- Preferred parking

$250 Silver Sponsor

- Name and/or logo on flyer and advertisements
- Name mentioned during public address announcements
- Sponsor will provide one banner to be displayed at event
- Booth space 10’ x 10’
- 5 admission tickets
- Access to VIP Tent

In Kind Sponsor Bronze

- Name mentioned during public address announcements
- Booth Space 10’’x 10’
- 5 admission tickets

Murrieta Food Truck Fest Sponsorship Application

Business Name:_____

Business Address:_____

Contact Name:_____

Contact Phone Number:_____

Contact Email Address:_____

Which level do you wish to sponsor (please check one):

☐ Title Sponsor $1,000

☐ Gold Sponsor $500

☐ Silver Sponsor $250

☐ In Kind Sponsor

Signature:_____

Checks can be made to City of Murrieta and mailed to:

Jeri Copeland
City of Murrieta CSD
5 Town Square
Murrieta, CA 92562
(951)461-6122

Hi-res company logos can be emailed to JCopeland@murrieta.org