



Since 1955, the North of the River Recreation & Park District (NOR) has been supporting community recreation opportunities that benefit the residents of North Bakersfield. As a valued local business or organization, we would like to encourage you to consider joining the Foundation in investing in the residents of our community through sponsorship of the **FALL FESTIVAL**.

Thank you for considering sponsorship of the **2024 Fall Festival**. We truly believe that together, we can create transformative and engaging recreational experiences and spaces for community members in Bakersfield. We look forward to the possibility of working alongside your dedicated team and making a lasting impact in our community, and through your support, growing the programs NOR offers to the community.

**About NOR and the Foundation**

NOR is a Special District in North Bakersfield, whose mission is to provide recreation programs and facilities for the benefit of the North of the River community. NOR plays an important role in enhancing quality of life for residents, and the Foundation sustains the community's livability by raising private funds.

**About Fall Festival**

Since 2017, the Fall Festival has been NOR's FREE Autumn celebration, inviting residents of all ages to explore parks across the District.

**Estimated Participation: 1,500+ Estimated Reach: 5,000+**

**How Contributions Will Be Used**

Sponsorships will be donated to NOR to help support the operating expenses associated with organizing FREE community events.

**How Your Business Benefits**

Your business is supported by NOR marketing efforts - providing exposure in the community through acknowledgement, and your contribution also shows that you invest in the success of the North of the River community.

Sincerely,

*Bret Haney*  
General Manager

*Jasmin LoBasso*  
Dir. of Community Relations

*Jackie Tafoya & Marilyn Silva*  
Recreation Managers

**SPONSORSHIP TIERS INCLUDE:**

- \$250**
  - Shoutout in a combination post on one of NOR's social media platforms.
  - Acknowledgement of Foundation contribution at the NOR Board of Directors.
  - Business name on 11x17in ballard sign at event.
- \$1,000**
  - All Tier 1 value including acknowledgements.
  - Additional business name on larger 3x2 banner in front of sponsored area.
  - 4 available sponsorship areas include Candy, Food, Bounce Houses, & DJ.

**PLEDGE YOUR SPONSORSHIP:**

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Pay by Credit Card!



**Sponsorships are payable by Check or Credit Card to North of the River Recreation Foundation. The Foundation is a 501(c)(3) and all donations are tax deductible.**

*Thank you so much for your contribution!*