



September 30, 2020

*Never has there been a more critical time to come together as a community to support the lands and people that we love.*

To our community:

In September 2020, the largest wildfire in California history raged through our mountain communities surrounding Shaver Lake. While the fire continues to burn over 300,000 acres, damaging and destroying 855 structures, we know that the time to act is now. In the midst of loss and natural resource destruction, a group of community members formed the Central Sierra Resiliency Fund to support focused recovery efforts.

Our mission is to support the revitalization of forests and communities surrounding Shaver Lake through land restoration, local stewardship, and economic efforts that honor the historical legacy of the Central Sierra region.

Will you join us as a sponsor of the Central Sierra Resiliency Fund, helping to make a difference in the mountains that we love for generations to come? Please take your time reviewing The Fund sponsorship opportunities. We are happy to help find the right fit for you and your company. Your donation is extremely important to our work.

Your donation is extremely important. The fund is being hosted through the Central Sierra Historical Society, a California 501(c)3 tax exempt non-profit organization, and is managed in a restricted account at the Central Valley Community Bank. The Fund allocation is overseen by the Central Sierra Resiliency Fund Council comprised of vetted community volunteers and leaders, with mission aligned oversight from the Central Sierra Historical Society Board of Directors.

By giving a tax-deductible sponsorship to the Central Sierra Resiliency Fund, you are directly supporting efforts to create a future where healthy forests, prospering communities, and economic health is shared by generations to come.

Together, we can rebuild, reforest and restore hope.

With sincere gratitude,

The Central Sierra Resiliency Fund

## Sponsorship Opportunities

### **Legacy Sponsor**

**\$20,000 +**

- VIP Lunch and Private Company Tree Planting
- Event Naming Opportunity
- Customized Sponsorship Marketing Collaboration
- Pre-Annual Event Cocktail with Central Sierra Resiliency Fund Council Members
- Name Recognition on the Central Sierra Resiliency Fund Monument
- Invitation to a Private Spring Tree Planting Event
- Logo on Resiliency Fund Website Sponsor Page with Click-thru to Company Website
- Invitations to Resiliency Fund Events
- Company Name Recognition in Central Sierra Historical Society Quarterly Newsletter
- Sponsorship Logo Representation at Events

*\*Sponsors who support the Central Sierra Resiliency Fund at \$20,000 or more may have the company name in the title of a CSRF event and are invited to work with CSRF to customize a fund specific marketing package.*

### **Visionary Sponsor**

**\$10,000 - \$19,999**

- Customized Sponsorship Marketing Collaboration
- Pre-Annual Event Cocktail with Central Sierra Resiliency Fund Council Members
- Name Recognition on the Central Sierra Resiliency Fund Monument
- Invitation to a Private Spring Tree Planting Event
- Logo on Resiliency Fund Website Sponsor Page with Click-thru to Company Website
- Invitations to Resiliency Fund Events
- Company Name Recognition in Central Sierra Historical Society Quarterly Newsletter
- Sponsorship Logo Representation at Events

### **Heritage Sponsor**

**\$7,500 – \$9,999**

- Name Recognition on the Central Sierra Resiliency Fund Monument
- Invitation to a Private Spring Tree Planting Event
- Logo on Resiliency Fund Website Sponsor Page with Click-thru to Company Website
- Invitations to Resiliency Fund Events
- Company Name Recognition in Central Sierra Historical Society Quarterly Newsletter
- Sponsorship Logo Representation at Events

### **Resilience Sponsor**

**\$5,000 – \$7,499**

- Name Recognition on the Central Sierra Resiliency Fund Monument
- Invitation to a Private Spring Event
- Logo on Resiliency Fund Website Sponsor Page with Click-thru to Company Website
- Invitations to Resiliency Fund Events
- Company Name Recognition in Central Sierra Historical Society Quarterly Newsletter
- Sponsorship Logo Representation at Events

### *Sustaining Sponsor*

***\$2,500 - \$4,999***

- Invitation to a Private Spring Tree Planting Event
- Logo on Resiliency Fund Website Sponsor Page with Click-thru to Company Website
- Invitations to Resiliency Fund Events
- Company Name Recognition in Central Sierra Historical Society Quarterly Newsletter
- Sponsorship Logo Representation at Events



# SPONSORSHIP MATRIX

	SUSTAINING SPONSOR \$2,500	RESILIENCE SPONSOR \$5,000	HERITAGE SPONSOR \$7,500	VISIONARY SPONSOR \$10,000	LEGACY SPONSOR \$20,000+
Sponsorship Logo Representation at Events	✓	✓	✓	✓	✓
Company Name Recognition in Central Sierra Historical Society Quarterly Newsletter	✓	✓	✓	✓	✓
Invitations to Resiliency Fund Events	✓	✓	✓	✓	✓
Logo on Resiliency Fund Website Sponsor Page with Click-thru to Company Website	✓	✓	✓	✓	✓
Invitation to a Private Spring Event	✓	✓	✓	✓	✓
Name Recognition on the Central Sierra Resiliency Fund Monument		✓	✓	✓	✓
Pre-Annual Event Cocktail with Resiliency Council Members				✓	✓
Customized Sponsorship Marketing Collaboration				✓	✓
Event Naming Opportunity					✓
VIP Lunch and Private Company Tree Planting (for up to 20 people)					✓

## EVENT RECOGNITION

Recognition on Event-specific Webpage	LOGO	LOGO	PREMIER PLACEMENT	PREMIER PLACEMENT	PREMIER PLACEMENT
Day Of Event Recognition	LOGO	LOGO	PREMIER PLACEMENT	PREMIER PLACEMENT	PREMIER PLACEMENT
Recognition on Promotional Event Materials		LOGO	PREMIER PLACEMENT	PREMIER PLACEMENT	PREMIER PLACEMENT
Recognition on Event Banners			PREMIER PLACEMENT	PREMIER PLACEMENT	PREMIER PLACEMENT