Dear Sponsor:

This year, the Peralta Community College District will celebrate its 50th Anniversary of serving the community with quality and affordable education.

Peralta Community College District: Peralta was established on July 1, 1964, after residents of Alameda, Albany, Berkeley, Emeryville, Oakland, and Piedmont voted to join in establishing a single community college district. Since opening its doors, Peralta has educated, trained and mentored over one million individuals.

Its four colleges – Berkeley City College, College of Alameda, Laney College, and Merritt College - have offered a wide range of programs encompassing the fields that are vital to the Bay Area economy and that have been developed in collaboration with our many community partners to ensure the local needs for a capable workforce can be met.

Peralta faculty, staff, and students represent a broad cross-section of the Bay Area’s ethnic, cultural and economic communities. We pride ourselves by our practice of being an educational leader and an inclusive institution, welcoming all who walk through our doors.

50th Anniversary Celebration: To recognize our collective achievements, Peralta will host a series of events to commemorate its 50th Anniversary. The celebratory festivities begin with a CommUNITY Festival, Saturday, June 28, 2014 • 11 a.m. – 5 p.m. • 333 E. 8th St. • Oakland

Our theme, the “Best of Peralta,” will showcase and celebrate the rich resources, talents, programs, and activities that exist within our community college system. The Festival will feature a variety of food vendors, music, entertainment, and other activities to engage attendees of all ages. We will also have many booths that highlight Peralta and include our supporters. The event is free and open to the community we serve.

Sponsorship Opportunity: To help defray the costs for hosting the Festival, we are asking community members and businesses to be a sponsor of our event and to continue their support of higher education opportunities in the East Bay and beyond.

Here are the sponsorship levels that will help us produce a quality CommUNITY Festival:

<table>
<thead>
<tr>
<th>Category</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold (Presenting Sponsor)</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Silver</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Bronze</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Community Friend</td>
<td>$ 500.00</td>
</tr>
<tr>
<td>Festival Star</td>
<td>$ 250.00</td>
</tr>
</tbody>
</table>

Thank You. We appreciate your consideration of this request and look forward to working together to highlight Peralta’s impact over the past fifty years. A response form with a description of sponsorship benefits (and payment instructions) is attached for you to complete at your level of choice.

Please respond by June 15 to confirm your sponsorship.

For further information, please call Dr. Herbert Kitchen directly at 510-466-7222 or email hkitchen@peralta.edu.
## GOLD (PRESENTING SPONSOR): $5,000

- Logo and link on Event web page
- Logo on event ads appearing in newspapers covering Northern Alameda County (125,000 circ)
- Name and logo included on flyers, press releases
- Logo on e-blasts and Festival updates to Peralta database (40,000)
- Promotion on Peralta’s social media platform
- Prominent placement and full-color logo on Festival signage
- One (1) 10 x 10 space (tent, table and chairs provided) in premier location
- Opportunity to speak at Festival
- One (1) premier table of ten (10) in Entertainment and Food Court area

## SILVER SPONSOR: $2,500

- Logo and link on Event web page
- Logo on event ads appearing in newspapers covering Northern Alameda County
- Name and logo included on flyers, press releases
- Logo on e-blasts and Festival updates to Peralta database
- Promotion on Peralta’s social media platform
- Full color logo on Festival signage
- One (1) 10 x 10 space (tent, table and chairs provided) in prime location
- Silver sponsorship announced from stage during Festival
- One (1) prime table of ten (10) in Entertainment and Food Court area

## BRONZE SPONSOR: $1,000

- Name listed on Event web page
- Promotion on Peralta’s social media platform
- Mention on event ads appearing in newspapers covering Northern Alameda County
- Name and logo included on flyers, press releases
- Name on e-blasts and Festival updates to Peralta database
- Listing on Festival signage
- One (1) 10 x 10 space (tent, table and chairs provided)
- Bronze sponsorship announced from stage during Festival

## COMMUNITY FRIEND SPONSOR: $500

- Name listed on Event web page
- Listing on Festival signage
- Mention on event ads appearing in newspapers covering Northern Alameda County
- Name and logo included on flyers, press releases
- Name on e-blasts and Festival updates to Peralta database
- One (1) 10 x 10 space (tent, table and chairs provided)
- Community Friend sponsorship announced from stage during Festival

## FESTIVAL STAR SPONSOR: $250

- Name listed on Event web page
- Name on e-blasts and Festival updates to Peralta database
- Mention on event ads appearing in newspapers covering Northern Alameda County
- Name included on flyers, press releases
- Listing on Festival signage
- Festival Star sponsorship announced from stage during program
SPONSORSHIP CATEGORIES

YES! I/we would like to be a sponsor of the CommUNITY FESTIVAL. Enclosed is my/our sponsorship of:

☐ $5,000 Gold (Presenting Sponsor)  ☐ $500 Community Friend Sponsor
☐ $2,500 Silver Sponsor  ☐ $250 Festival Star Sponsor
☐ $1,000 Bronze Sponsor  ☐ Other (Specify)__________________________

PAYMENT

☐ Checks: Payable to: Peralta Colleges Foundation - Memo Column: 50th Anniversary CommUNITY Festival

☐ Credit Cards: Charge $__________________ to: ☐ AMEX  ☐ MasterCard  ☐ VISA
Card Number_________________________ Expiration Date_________ *Security Code _______
(∗3 digit # on reverse side of card)

Name on Card________________________________ Signature_________________________________________

SPONSOR INFORMATION

Name_____________________________________________ Title_________________________________________

Organization____________________________________________________________________________________

Address_________________________________________________________________________________________

City_________________________ State_________________________ Zip__________

Phone (day) ________________________ (fax) ____________________ Cell____________________

Please return this form and payment to Peralta Colleges Foundation
CommUNITY Festival Sponsorship
333 E. 8th St., Oakland, CA 94606
or fax form to 510-587-7884

*Your sponsorship (or written confirmation) is due by June 15, 2014.

The Peralta Colleges Foundation is a 501 (c) (3) charitable organization. Federal Tax ID: 23-7091547. Your contribution is tax-deductible to the extent allowable by law. For more information on sponsorship opportunities, call Dr. Herbert Kitchen, Chair, Peralta Colleges 50th Anniversary Celebration Committee at 510-466-7222 or email hksen@peralta.edu.

THANK YOU FOR YOUR SUPPORT!