



Dear Sponsor,

Our industry and world has drastically changed since we were last together at Road to California in 2020. That year we had record breaking attendance and were gearing up for more expansion and growth. Shortly after that show as we all remember the world shut down due to COVID-19 and shows as we know them have ceased to exist.

Through the past 13 months there has been a lot of experimentation in finding the future of events. One thing that we learned in our own virtual event is that although in person events may change, they are still a corner stone of our industry and of utmost importance.

When we decided to not hold a quilt contest in the middle of 2020, we asked each of you to postpone your sponsorship agreements until we are able to hold a show. Our next show will be held in January 2022 in person. As we move back into a new world for in person events, we have adjusted our sponsorship benefits from what we have learned from Road@Home as well as some new benefits that we have developed during the past year.

In planning for our 2022 show we want to offer our annual Quilt Contest again for our contestants. The contest at Road to California has been a corner stone of the competitive quilting circuit. We want to bring back our contest with as much sponsor support as possible.

I'm sure you have many questions regarding our return to in person events. Although we are still awaiting guidance from the State of California, we will try our best to answer all your questions with the greatest level of detail possible. We do, however, expect the guidance to change at least half a dozen times prior to the start of Road in January 2022.

We would appreciate your continued sponsorship and support of Road to California and the positive impact that the show and competition has on our industry. I ask that you complete the attached form to confirm your sponsorship in 2022. If you do not remember which level, you had previously indicated, please let us know and we will look it up for you. As always, if you have any questions, please do not hesitate to reach out.

Thank you in advance and I hope to see you soon.
Matt Reese

Sponsorship Levels

	\$10,000	\$7,500	\$5,000	\$2,250	\$1,500	\$1,000	\$750	\$500
Admission Passes	12	10	8	6	5	4	2	1
Road to California Priority Points	500	375	250	113	75	50	38	25
Logo on Website	X	X	X	X	X	X	X	
Logo on Sponsor Banner	X	X	X	X	X	X		
Premium Website Listing	X	X	X	X	X			
Priority Load In Privileges	X	X	X	X	X			
Company Logo on Quilt Category/ Exhibit or Other Signage	X	X	X	X				
Website Ad	X	X	X	X				
Newsletter	X	X	X	X				
Social Media Post	X	X	X	X				
Recorded Social Media Video	X	X	X					
Billboard along the Road	X	X	X					
Blog Post	X							

Sponsorship Details

Recorded Social Media Video:

- 30 Second Video
 - Posted on Facebook, Instagram, and Youtube
-

Logo on Website:

- Logo Listed on Sponsorship Page
 - Size and Location based on Sponsorship Level
-

Social Media Post:

- Posted on Facebook and Instagram
 - Should be 500 words max and 4 photos max
-

Banner Ad on Website:

- Located at the bottom of the page on the website
 - Direct Link back to your website
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Premium Vendor Listing:

- Listing on the Road to California Website
 - Allows for up to 10 photos and unlimited text
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Newsletter:

- One sponsored newsletter slot
 - Will include a photo, text (500 words max) and direct link to your website.
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Priority Load in Privileges:

- Early Load In Time before General Vendors
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Billboard Along the Road:

- A 10ft wall space to hang a sign in the Exhibit Hall.
 - The sign is provided and hung by the sponsor.
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Company Logo on Signage:

- The sign can be a Quilt Contest, Special Exhibit, or other equal signage.

Sponsorship Levels

- We would like to commit to a Platinum Sponsorship of \$10,000.
 - We would like to commit to a Diamond Sponsorship of \$7,500.
 - We would like to commit to a Emerald Sponsorship of \$5,000.
 - We would like to commit to a Ruby Sponsorship of \$2,250.
 - We would like to commit to a Sapphire Sponsorship of \$1,500.
 - We would like to commit to a Gold Sponsorship of \$1,000.
 - We would like to commit to a Silver Sponsorship of \$750.
 - We would Like to commit to a Bronze Sponsorship of \$500.
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Note: Sponsorships are recurring yearly without notice. To cancel sponsorship, written confirmation must be sent to Road to California no later than one year in advance. Failure to pay annual sponsorship leads to a dock of priority points for the next year. By signing this confirmation, you agree to the continuous sponsorship agreement.

Company Name

Company Representative

Date