



GIVE BIG KERN PROMOTIONAL SPONSORSHIP OPPORTUNITIES FOR LOCAL RETAILERS

You can support **Kern County's Official Online Day of Giving, Give Big Kern**, while promoting sales for your business AND generating lots of community goodwill. Consider hosting a special **Give Big Kern-themed promotional sales event** to support our Day of Giving!

You can sponsor up to a two-month-long campaign leading up to Give Big Kern Day, featuring a product or menu item as your "Give Big Kern" promotion, and donate a percentage of product sales to this great community giving effort. The money your business raises is used by **Kern Community Foundation** to support participating nonprofits through prizes and FREE marketing materials, online fundraising training and use of the **givebigkern.org** Giving Day Platform.



Some local retailers who have participated in the past with anything from featured food and drink menu items, to amusement park tickets, to vehicle test drives for charity include: **Tacos La Villa Mexican Grill, Cornerstone Bakery, Papa Murphy's Pizza, Rusty's Pizza Parlor, Sequoia Sandwich Company, Temblor Brewing Co., The Padre Hotel, Camelot Park Family Entertainment Center and Jim Burke Lincoln.**

We're hoping for lots of participation from our friends in the local retail sector in 2020 because Give Big Kern, observed always on the first Tuesday in May, falls on an auspiciously festive day: **Cinco de Mayo!**



Please refer to the back of this sheet for Sponsor Benefits.

SPONSOR BENEFITS

- **Freedom to decide on the promotional product to highlight/percentage of sales to contribute** to Give Big Kern
- **Prominent acknowledgment** on givebigkern.org's Sponsor Wall, including logo with link to your website
- **Prominent listing** of your promotional campaign on givebigkern.org's Events page, including contact details for the public to patronize your business in person, online or by phone
- **Give Big Kern print and digital marketing materials provided FREE** to help promote your campaign at your point-of-sale location and online
- **Mention of your Sponsorship** at the Give Big Kern Press Conference and other special events
- **Extensive media coverage** before and on Give Big Kern Day from local television, radio, print, online, business and ethnic media outlets
- **Thousands of social media impressions** on Facebook, Instagram, Twitter and YouTube beginning several months out and culminating in a frenzy of activity on Give Big Kern Day
- **Acknowledgment** in our *Give Big Kern Report to the Community* following Give Big Kern Day



To become a Give Big Kern Promotional Sponsor, contact Louis Medina at 661.616.2603 or Louis@kernfoundation.org.

Commitments must be received by April 1, 2020.

**KERN COMMUNITY
FOUNDATION**

*Growing community.
Growing philanthropy.*

3300 Truxtun Avenue, Suite 220, Bakersfield, CA 93301
P 661 325.5346 F 661 325.5358 kernfoundation.org

