



DOWN BY THE BAY

BENEFIT CONCERT FOR
YES NATURE TO NEIGHBORHOODS

25TH ANNIVERSARY SPONSORSHIP PROPOSAL

June 1, 2024

Point San Pablo Harbor | Richmond, CA



ABOUT YES

YES started in 1999 as a summer camp scholarship provider and has grown to offer year-round opportunities for youth and adults to discover their strengths, build their confidence, and lift their voices, in the outdoors and beyond.

We are on a mission to break down barriers that have traditionally kept communities of color and other marginalized groups from fully accessing healing and joy in the outdoors. **As we commemorate 25 years in Richmond and imagine the next 25 years of YES, we reaffirm our commitment to inclusivity and equity in outdoor experiences for all.**

Mission

In partnership with nature, YES nurtures leaders who champion the wellbeing of our community.

Vision

For Richmond youth, adults and families to lead healthy, connected lives; motivate change in their neighborhoods; and inspire a safe, thriving community.





OUR IMPACT SINCE 1999

12,000

community members
engaged

5,500+

camperships awarded to
youth for summer camp

1,200+

West Contra Costa County
residents attended YES family
camps

“

My experiences at camp have taught me so much about community. Team-building activities taught me how to challenge myself and encourage others. More importantly, camp taught me how to rely on people other than my family members for support.

-Youth Leadership Pathway Graduate, 2023

ABOUT DOWN BY THE BAY



DOWN BY THE BAY
BENEFIT CONCERT FOR
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Down by the Bay isn't your average fundraiser.

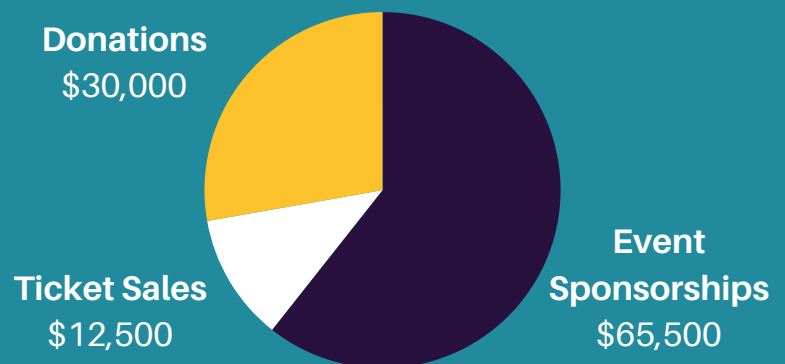


Hosted at the eclectic Point San Pablo Harbor in our hometown of Richmond, Down by the Bay is a warm, inclusive event uniting YES's supporter community. Celebrating the power of time spent in nature and in community, Down by the Bay raises money for year-round leadership programming, weekend outings, and **200+ summer camp scholarships**.

Top Sponsor Industries:

- Real Estate
- Healthcare
- Banking & Financial Management
- Home Insurance
- Architecture

Event Revenue Goals



WHAT TO EXPECT

Down by the Bay is a **family-friendly event** that has something for everyone! Whether your guests want to spend the evening on the dance floor, connect with old friends over a delicious meal, or fight for the title in the Gaga Ball pit, they're sure to find community here.



VIP RECEPTION



LIVE MUSIC



FUND-A-NEED



DRINKS, DINNER, & DESSERT

“

Protecting our environment is a core tenet of the mission of Todd Jersey Architecture, with our focus on sustainable practices. We therefore not only support, but also benefit from, the cultivation of leadership that YES does so beautifully in partnership with nature.

-Todd Jersey Architecture, 2022 & 2023 Down by the Bay Sponsor

SPONSORSHIP BENEFITS

YES is honored to be rooted in Richmond and at the forefront of the movement to expand access to nature for the past 25 years. We're deeply humbled by the trust of our resident community, partners, and supporters. As an event sponsor, you will join us in celebrating this rich legacy and have the opportunity to gain leads, make connections, and enhance your reputation through this meaningful association.

Your event sponsorship is tax deductible, excluding the value of accompanying event tickets. We offer various levels of engagement and recognition and see partnership as a collaborative effort.

GOOD COMPANY

You'll join more than 30 trusted businesses, from local shops to national brands, and individuals representing the dynamic sectors of the East Bay business community and have the chance to network with sponsors and guests at the event.

SHOWCASE YOUR VALUES

Your support will create a lasting legacy that extends beyond the immediate impact of summer camp. By associating your brand with the event, you will position yourself as a leader in corporate social responsibility, emphasizing the value of investing in the leadership of Richmond youth and adults.

BRAND EXPOSURE

Pre-event marketing will directly reach over 3,000 people and thousands more through impressions and advertising. By committing to sponsor early, your company's name and logo will be shared many times across digital, social, and print media.

OUR REACH



3,470+

SUBSCRIBERS



1,275+

FOLLOWERS



1,300+

FOLLOWERS

SPONSOR PACKAGES

The following sponsorship packages have been constructed to maximize both you and your guests enjoyment of Down by the Bay as well as your company's brand visibility. If you don't see an existing level that works, **we'd love to work with you to create a unique package with benefits that suit your needs!**

ANNIVERSARY SPONSOR \$25,000

The anniversary sponsor receives the benefits in the chart below as well as the following exclusive perks:

- ★ VIP tickets and private transportation for 16 guests to and from the event
- ★ Speaking opportunity at the VIP reception
- ★ Two reserved tables in a prominent location

SPONSORSHIP LEVELS AND BENEFITS	LEADER \$10,000	EXPLORER \$5,000	PARTNER \$2,500	CAMPER \$1,000	COMMUNITY \$500
VIP tickets	8	6	4	2	2 General Admission
Preferred parking passes	4	3	2	1	
Large company banner or signage at the event	✓				
Professional photo opportunity at event with company banner	✓	✓			
Logo displayed prominently onsite	✓	✓			
Company name on event t-shirt (Confirm sponsorship by April 20, 2024)	✓	✓	✓	✓	
Verbal acknowledgement by emcee	✓	✓	✓	✓	✓
Logo linked on event website & e-marketing materials	✓	✓	✓	✓	✓



**Scan the QR code to watch the highlights
and speakers from last year's event!**



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