

**CITY OF PALMER
ACTION MEMORANDUM NO. 13-038**

Subject: Authorize a \$500 Donation to the Palmer Chamber of Commerce in Support of 2013 Colony Days Events

Agenda of: May 14, 2013

Council Action: Authorized

Approved for presentation by:

City Manager *Douglas B. Griffin*
City Attorney *[Signature]*
City Clerk *[Signature]*

Certification of Funds:

Total amount of funds listed in legislation:	\$ <u>500</u>
This legislation (✓): <u> </u> Has no fiscal impact	
Creates:	
<u>✓</u> A negative fiscal impact in the amount of:	\$ _____
<u> </u> A positive fiscal impact in the amount of:	\$ _____
<u>✓</u> Funds are budgeted.	
	Funds originally budgeted: \$ <u>7500 for all expenses</u>
	Difference in budgeted funds: \$ _____
Funds are budgeted from this (these) line item(s):	
➤ 01-02-10-6069 Council Discretionary	\$ <u>500</u>
➤	\$ _____
<u> </u> Funds are not budgeted.	
Budget amendment required in the total amount of:	\$ _____
Affected line item(s):	
➤	\$ _____
Unrestricted/undesignated fund balance (after budget modification)	\$ _____
Director of Finance signature certifying funds:	<u><i>[Signature]</i></u>

Attachment(s):

- Chamber of Commerce Information

Summary statement: Requested by the Mayor, action memorandum 13-038 appropriates \$500 to the Greater Palmer Chamber of Commerce in support of the 2013 Colony Days events.

Administration recommendation: Approve action memorandum 13-038.

April 2, 2013

Greetings,

The Greater Palmer Chamber of Commerce is a non-profit organization dedicated to promoting our business district. Our mission is to provide opportunities that foster economic growth and build partnerships between businesses and the community.

Each year, the Palmer Chamber coordinates the Colony Days Festival in honor of the Colonists who started our farming community, and is one of Palmer's most popular events. Colony Days is truly a summer favorite! It is a great opportunity to showcase our area businesses, and a chance for friends and family to have a tremendous amount of fun!

Last year's event was a tremendous success and a highlight for children and families attending Colony Days. We hope that you will consider joining us as a sponsor for the 2013 Colony Days Celebration on Friday, June 7th, through Sunday, June 9th.

Carrying forward the best from past festivals, we will have the Friday Flings farmers and craft market, car rally, bed races, Colony Days parade and much, much more!

Colony Days sponsorship packages offer your business the opportunity to put your name on the annual Colony Days event. Your business can benefit from print and event advertising, radio advertising and much more. Please see the attached sponsor level overview for more details.

Thank you for helping GPCC make this community event a success again this summer!

Sincerely,



Ralph Renzi
Executive Director



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IBEW Local 1547

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2013 Sponsor Benefit Packages

How can I help Colony Days flourish?

Well, we have the answer! It's Palmer Pride!



\$150.00 Sponsorship

Business Name listed on Chamber website, recognition at Colony Days sponsor recognition luncheon on June 5th and one Colony Days festival logo item.



\$250.00 Sponsorship

All of the above recognition, free Parade, Bed Race, or other event entry and one logo item.



\$500.00 Sponsorship

All of the above recognition plus radio announcements with your name incorporated on a rotating basis and two logo items.



\$1000.00 Sponsorship

All of the above recognition with logo recognition, as well as recognition in all advertising and event schedules for distribution, banner display and recognition opportunities and three logo items.



\$1500.00 Sponsorship—Event “Sponsored by (your business name here)”

Event Sponsorship with all of the above recognition plus heightened business logo in **ALL COLONY DAYS MATERIAL** such as schedule of events and on the event poster and TV advertising, your name associated with sponsored events (banner opportunities throughout event and volunteer opportunities) and four logo items

In-kind sponsorship is very much welcome but will be negotiated with the Colony Days Festival Committee and will not necessarily include all of the benefits listed above.



Please send your sponsorship form to:

GPCC, PO Box 45, Palmer, AK 99645

director@palmerchamber.org or fax to 746-4164

no later than May 13, 2013 to be eligible for advertising recognition



2013 Colony Days Sponsor Commitment

_____ \$150 Sponsorship

_____ \$1000 Sponsorship

_____ \$250 Sponsorship

_____ \$1500 Event Sponsorship

_____ \$500 Sponsorship

For \$1500 sponsorship please contact the office
So we can help you pick your event!

_____ Other Amount

To insure your business name is included in our advertisements and promotional media the application deadline is: May 13, 2013

The sponsorship levels listed above directly fund Palmer's Colony Days. Your business contribution helps cover advertising costs and subcontracts to bring local activities and local contests to our community. Please mail your sponsorship to: **Greater Palmer Chamber of Commerce, PO Box 45, Palmer, AK 99645**
You can also return by fax at 746-4164.

Please complete the information below:

Business: _____

Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Shirt Size _____

Amount: _____ Check #: _____ Credit Card:(please circle one): Visa / Master Card

Credit Card# _____ Exp _____ CVN# _____

Name on Card _____ Signature _____