

FEATHER RIVER RAIL SOCIETY

DATE: December, 2015
ITEM: New Business 1
FROM: Eugene Vicknair
SUBJECT: **Business Sponsorship**

To accompany our equipment specific sponsorship program, I would like to propose the FRRS adopt a general business sponsorship program. This will give local businesses a chance to show their support for the FRRS and gain some advertising in return.

Several local non-profits are doing similar programs in Plumas County. One has amassed an annual sponsorship roster of about 50-60 businesses.

I am proposing two levels to start with. Details are below:

SILVER Membership Level

Annual sponsorship of \$300

Benefits:

- Business name, logo and contact are displayed on FRRS website with link to contact info and / or business website.
- Business name and logo is displayed on a large banner at public events.
- Business name will go on a SPONSOR board in the Diesel Shop.
- Business location will go on a map in the Diesel Shop.
- Business name and information will go into an insert in the Train Sheet once a year.

GOLD Membership Level

Annual sponsorship of \$1000

Benefits:

- Business name, logo and contact are displayed on FRRS website with link to contact info and / or business website.
- Business name and logo is displayed on a large banner at public events.
- Business name will go on a SPONSOR board in the Diesel Shop.
- Business location will go on a map in the Diesel Shop.
- Business name and information will go into an insert in the Train Sheet twice a year.
- Business can choose a day when their employees get free admission to the museum during operating season.

If we could cultivate a slate of even 50 Silver sponsors, that would represent a sizable increase in annual revenue. I ask the Board to consider approving this proposal in January. We could work with Big Fish on promoting this to county businesses.