

**MEMORANDUM**  
OFFICE OF THE  
**BOARD OF SUPERVISORS**  
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: Robert M. Weygandt, Supervisor, District 2 and Jim Holmes, Supervisor, District 3

DATE: August 26, 2008

SUBJECT: REVENUE SHARING – Approve appropriation of \$750 in Revenue Sharing monies to The Rocklin Area Chamber of Commerce “15<sup>th</sup> Annual Hot Chili and Cool Cars” Event as requested by Supervisor Weygandt (\$500) and Supervisor Holmes (\$250).

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**ACTION REQUESTED**

Approve appropriation of \$750 in Revenue Sharing monies to The Rocklin Area Chamber of Commerce “15<sup>th</sup> Annual Hot Chili and Cool Cars” Event as requested by Supervisor Weygandt (\$500) and Supervisor Holmes (\$250).

**BACKGROUND/COMMUNITY BENEFITS:** In approving the following contributions, the Placer County Board of Supervisors finds that each and every approved contribution serves a public purpose by promoting the general welfare of the County and its inhabitants therefore a benefit results to the County.

The Board of Supervisors is being asked once again to approve appropriations to help fund The Rocklin Area Chamber of Commerce “15<sup>th</sup> Annual Hot Chili and Cool Cars” Event being held Saturday, September 20. This year marks the 15<sup>th</sup> anniversary of the annual celebration where automotive enthusiasts and chili lovers come together to enjoy a day of entertainment, activities and fun for the entire family. The funds designated towards this event will help support the Visual and Performing Arts programs of the Rocklin Unified School District.

**FISCAL IMPACT**

Funds are available in the Revenue Sharing budget.

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# SPONSORSHIP OPPORTUNITIES AVAILABLE

Each Sponsorship includes: Recognition in the Placer Herald, Thank You in the Rocklin Chamber News, Announcements at Chamber functions prior to event, Website recognition, Media Packet\* .

## Rolls Royce/ Title Sponsor \$10,000 (2 available)

Company logo on all media materials  
Company logo on banner at main stage  
Promotion on Chili Kits  
½ page ad in Rocklin Chamber Newsletter  
2 Booths at the event  
Guest judge for chili tasting contest  
Website recognition

## T-Bird/Main Stage Sponsor \$3,500 (1 available)

Banner with Company name on Main Stage  
Company name on all printed materials  
Company name on sign at event  
Chili or Business Booth

## NEW Chili Alley- \$2,500 (2 available)

Company name on banner at entrance  
Option to provide 1,000 logo items including bowls, aprons, napkins, water bottles, mints, and gum.

\*Media Packet includes promotional materials : Posters, Postcards, and Flyers.

## NEW Cadillac/Bag Sponsor- \$1,000 (1 available)

Company to provide 5,000 logo bags for all event attendees  
Company name on all printed materials  
Company name on sign at event  
Chili or Business Booth

## Ford/Performance Square Sponsor \$1,500 (2 available)

Company name on banner at Performance Square  
Company name on sign at event  
Chili or Business Booth

## Hybrid/ Trophy Sponsor- \$1,000 (2 available: 1 Chili/ 1 Car)

Company name on Chili trophies or Car trophies  
Company name on all printed materials  
Company name on sign at event  
Chili or Business Booth

## Coloring Contest Sponsor - \$750 (2 Available) sold out!

Logo on Hot Chili & Cool Cars custom coloring contest – distributed to over 6000 local students  
Chili or Business Booth

## Mustang Sponsor- \$500 (Unlimited)

Chili or Business Booth  
Plus additional items listed above



**-Classic Car Goodie Bag-**  
200 promotion items from your company placed in Classic Car Goodie Bag for all car entries  
(must be received in Chamber Office by 9/12)

*Have an idea not listed here?  
Contact Megan at the Rocklin Chamber at 916-624-2548 or [megan@rocklinchamber.com](mailto:megan@rocklinchamber.com) to create a Sponsorship to suit your business. We are currently looking for entertainment and kids area sponsors.*