

ROTARY CLUB OF SIMI SUNRISE PRESENTS

# HAPPY FACE



"AMERICAN LOVE. BRITISH BEATS"

## SHOWCASE YOUR BRAND

OFFICIAL 2024 HAPPY FACE MUSIC FESTIVAL  
SPONSORSHIP PACKAGE

SATURDAY MAY 25, 2024  
SIMI VALLEY, CALIFORNIA



## About Simi Sunrise Rotary Charitable Foundation

Since 1996, the Simi Sunrise Rotary Charitable Foundation, a 501(c)(3) non-profit organization, has been a cornerstone of service and integrity in the Simi Valley community. Dedicated to fostering a better world, our mission revolves around serving others, upholding integrity, and cultivating global understanding, goodwill, and peace. This mission is brought to life through the collaborative efforts of our diverse fellowship of business, professional, and community leaders.

The Rotary Club of Simi Sunrise is thrilled to invite you to participate in an exciting community music event coming soon to the City of Simi Valley: The Happy Face Music Festival, happening Memorial Day Weekend 2024.

### ABOUT THE EVENT:

The Happy Face Music Festival is a regional event, all about celebrating the joy and nostalgia of music from our past - the sounds we grew up on and the memories we will never forget. This family-friendly concert is held each year in Simi Valley, California. Happy Face offers a delightful blend of live music and entertainment, delicious food, and fun-in-the-sun, set against the backdrop of the scenic Rancho Santa Susana Community Park. The festival not only gives music fans a chance to relive the iconic tunes of their past but also features a host of activities, including vendor booths, games, and local food trucks for a complete, day long, summertime experience. Beyond the entertainment, Happy Face serves a great cause! All proceeds from the event are used to support more than a dozen local charities - including meal programs for seniors, disaster relief clinics, blood donation centers, college scholarships for teens, and so much more. Happy Face is an event where community, music, and goodwill come together, celebrating happiness and good times. We hope you will participate!

This one day music festival celebrates the popular music and artists we all remember and love. It is organized to immerse fans in a colorful and stimulating world of fantastic visuals, beautiful sounds and delicious local treats. It's a full day of happiness and good times, celebrating the music from our past. Here's a detailed breakdown of how the event will unfold:

**Event Date:** May 25, 2024 (11:30am).

**Location:** Rancho Santa Susana Community Park in Simi Valley, California. This venue is known for its picturesque landscapes, beautiful trees and big open sky.

**Themes:** This year's theme is "American Love. British Beats" featuring cover sounds of The Beatles, Elton John, Led Zeppelin and The Rolling Stones.

**Bands Performing:** Britain's Finest, Kenny Metcalf as Elton, The Early Years, Led Zepagain and Jumping Jack Flash

**Event Attractions:** Music Cover Bands, Art Exhibits, Food & Beverages, Vendors, Games & Prizes, Celebrity Guest Appearances and Sponsorship Announcements

The Happy Face Music Festival is a meticulously planned and organized event designed to transport attendees into a world of smiling happy faces. It offers a range of activities and visuals set up to immerse oneself in the music and nostalgia we love so much.

### So, how can your business benefit from this fantastic event?

Firstly, Happy Face presents a golden opportunity to boost the visibility of your brand. With more than 2,000 attendees expected, Happy Face provides an excellent forum for you to showcase your restaurant, retail shop or service businesses. Secondly, your establishment will benefit from enhanced visibility on social media. It is not uncommon for our Happy Face social media posts to receive more than 10,000 views, with several as high as 100,000 views. Happy Face reaches a diverse audience from all over Southern California, expanding your potential customer base and improving your local brand recognition. Lastly, your participation transcends business; it's an expression of support for your community and provides a means to assist Rotary in its mission to help people in need.

Sunrise Rotary has set up a range of sponsorship opportunities to showcase your business so you can participate and benefit from this special event - from booth spaces to advertisement placements and exclusive branding options. During the festival period, we want to ensure every local business has an opportunity to shine and be seen.

### Here's what to do next:

Take a moment to explore and choose one of our sponsorship packages. If you have questions or want to customize one of the packages based on your business goals, please reach out to a Sunrise Rotary representative. All of our packages are customizable and we want to help.

Thank you for considering this unique opportunity. We look forward to welcoming your business and seeing you participate in this exciting community event.



## SUMMER STARTS WITH HAPPY FACE

Located in the community known for its famous Happy Face Hill, Simi Sunrise Rotary invites local music lovers to kick off the summer season with a rockin' summertime music party. We've invited the community to come together for an afternoon of picturesque hilltop views alongside thousands of their closest Simi Valley friends, family and neighbors. Happy Face is a gorgeous day of music, food, sun and entertainment.

Corporate Sponsor Name:

## BECOME A FESTIVAL SPONSOR

### PRESENTING SPONSOR

- Happy Face Festival Presented By: (Company Name)
- Company Name/Logo Banner Displayed Near Main Stage
- Company Name/Logo Displayed In All Official Media Spots
- Company Name Included in One Press Release
- Company Name & Message Announced From Main Stage
- Company Name/Logo & Link Displayed On Festival Website

- 1 Reserved Table In VIP Tent
- 10 VIP All-Access Tickets
- 20 General Admission Tickets
- 12 Official Festival T-Shirts

**\$25,000**

Initial Here to Select  
The Presenter Package

### PLATINUM SPONSOR

- Company Name/Logo Banner Displayed Near Main Stage
- Company Name/Logo Displayed In All Official Media Spots
- Company Name Included in One Press Release
- Company Name & Message Announced From Main Stage
- Company Name/Logo & Link Displayed On Festival Website

- 1 Reserved Table In VIP Tent
- 8 VIP All-Access Tickets
- 16 General Admission Tickets

**\$10,000**

Initial Here to Select  
The Presenter Package

### GOLD SPONSOR

- Company Name/Logo Banner Displayed Near Main Entrance
- Company Name/Logo Displayed In Multiple Official Media Spots
- Company Name Announced From Main Stage
- Company Name/Logo Displayed On Festival Website

- 4 VIP All-Access Tickets
- 10 General Admission Tickets

**\$5,000**

Initial Here to Select  
The Presenter Package

### SILVER SPONSOR

- Company Name/Logo Banner Displayed Near Main Entrance
- Company Name/Logo Displayed In One Official Media Spot
- Company Name & Message Announced From Main Stage
- Company Name/Logo Displayed On Festival Website

- 2 VIP All-Access Tickets
- 4 General Admission Tickets

**\$1,000**

Initial Here to Select  
The Presenter Package

### BRONZE SPONSOR

- Company Name/Logo Banner Displayed Near Main Entrance
- Company Name & Message Announced From Main Stage

- 4 General Admission Tickets

**\$500**

Initial Here to Select  
The Presenter Package

### FESTIVAL FRIEND

- Company Name/Logo Banner Displayed Near Main Entrance
- Company Name & Message Announced From Main Stage

- 2 General Admission Tickets

**\$250**

Initial Here to Select  
The Presenter Package

100% of festival proceeds benefit dozens of local and international charities and causes



# SHOWCASE YOUR BRAND

(please confirm your sponsorship level):

☐

Presenter  
Package

☐

Platinum  
Package

☐

Gold  
Package

☐

Silver  
Package

☐

Bronze  
Package

☐

Festival  
Friend

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

## CONTACT INFORMATION

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Rotary Agent Name: \_\_\_\_\_

Please make your check Payable to: **"RCSS"** (write "Happy Face Festival" on Memo line)

**Mail to:**  
Rotary Club of Simi Sunrise  
P.O. Box 11  
Simi Valley, CA 93062-0011



NOTE: Sponsors with booths will need to furnish an insurance cert. naming Rotary Club of Simi Sunrise as "additional insured".

**THANK YOU FOR YOUR SPONSORSHIP AND GENEROUS SUPPORT OF THIS VERY  
IMPORTANT FUNDRAISER THAT HELPS SO MANY IN NEED!**

