

The Second Annual  
**Charlie Deal  
Day**



**"A Mill Valley Celebration"**

**Sponsorship  
Opportunity Guidelines**

Offered By The  
**MILL VALLEY CULTURAL ASSOCIATION**

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# The Second Annual Charlie Deal Day

## Executive Summary

**Charlie Deal Day** is a one-day event celebrating Mill Valley's legendary personality Charlie Deal and the town's phenomenal past music history.

"Charlie Deal is a beloved character of Mill Valley, who was renowned as the inventor of the toilet seat guitar".

C Deal Day will feature musical performances of a bygone era by Mill Valley's top local musicians.

**Sponsorship support will underwrite the specific costs associated with the overall event and individual components.**

## Event

The Second Annual Charlie Deal Day is produced by Pacific Expositions in support of the Mill Valley Cultural Association.

Charlie Deal Day features an afternoon of fun with performances and activities for individuals and families.

**Date: Sunday, September 28, 2025**

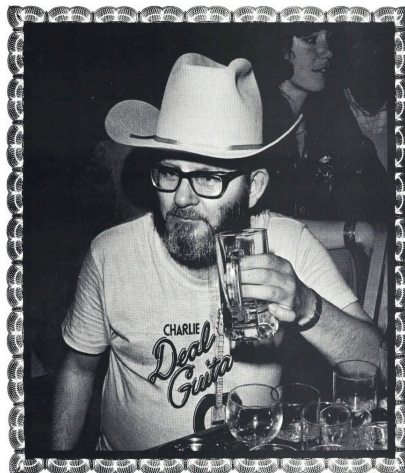
**Hours of Event: The Event hours are from 1:00pm to 4:00pm.**

**Location Mill Valley Plaza, Downtown Mill Valley, CA**

Attendance: Five Hundred Plus

Media Advertising: Consists of an extensive social media/Digital Plan as well as traditional Print.

Demographics: Broad based in age and race with targeted outreach for Charlie's Friends and Fans.



## 2025 SPONSORSHIP OPPORTUNITIES FEES AND BENEFITS SCHEDULE

We would like to emphasize this represents a Generic Proposal Format. This event will offer in all cases the opportunity for a creatively developed presentation for each Sponsor, representing their unique products and/or services.

We feel it is of importance to offer this custom format to maximize the benefits to each individual Sponsor and to clearly address the Sponsor's own objectives and goals. We are flexible in expanding and improving these promotional opportunities for our Sponsors, if in your judgment there are adjustments that would make sponsorship a more winning opportunity for you.

We are confident that your association with CHARLIE DEAL DAY will be an effective promotion and marketing strategy for your company.

<b>Sponsorship Level</b>	<b>Fees</b>	<b>Benefits</b>
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All levels of involvement underwritten through payment by cash, trade, or combination thereof will be considered.

Presenting:	\$4,500.00	Custom Development
Royal Flush:	\$1,500.00	Custom Development
Straight Flush:	\$1,000	Custom Development
Patron:	\$ 500.00	A. Event Poster D. 10' X 10' Exhibit Presentation E. Event Promotional Signage G. Public Address
Local Business/ Individual:	\$150.00	A. Event Poster E. Event Promotional Signage G. Public Address

Media: \$2,500.00 plus Trade value  
D. Exhibit Presentation - 10' X 10' Display Space for Media Partner presentation

## 2025 SPONSORSHIP OPPORTUNITIES GENERAL TIE-IN RIGHTS & BENEFITS

### **Pre-Event Representation:**

- A. Event Poster: Business Name and/or Logo on multicolor Event Poster (minimum size: 12" x 18") to be prominently displayed in numerous locations throughout the Community.

- B. Display Advertising: Business Name and/or Logo in Display Advertisements placed in prominent daily and weekly publications throughout Marin County.
- C. MVCA Facebook Page: Business Name and/or Logo prominently displayed.

**On Site Representation:**

- D. Exhibit Presentation - 10' X 10' Structure and Display. The Exhibit Space will be located in a high visibility and traffic area.
- E. Event Promotional Signage: Display of banners, signs, and flags visible throughout the event site. Frequency and size are dependent on sponsorship level.
- F. Public Address: Public acknowledgment from the Music Stage at regular intervals.

## **2025 SPONSORSHIP OPPORTUNITIES COMPONENT SPECIFIC SPONSORSHIP**

Much of the presentation of the **Second Annual Charlie Deal Day** is unique to this event and to the upscale market that it represents. Exceptional opportunities abound for sponsorship involvement within the focus of a specific component or activity. These are stand-alone Sponsorship opportunities and not directly associated with General Sponsorship levels.

Sponsorship support in these areas will underwrite the specific costs associated with the component or activities. Additional benefits of Component Sponsorship include acknowledgement on the MVCA Website

**Music Stage** - Will feature music performances from a bygone era performed by Mill Valley's top local musicians. \$1,000

**Local Music Museum & Marketplace** - A presentation of cool music products and services. \$500

**Exhibitor Presentations** – A highly visible opportunity for Mill Valley culture centric organizations and businesses to promote themselves. \$500

**Charlie Deal Statue** - A flat full-size replica of Charlie on his bike. \$1,000

**Educational & Historical Presentations** - Special presentations showcasing the Mill Valley's Music Scene from the Fifties to the Eighties. \$500

