From: eives@comcast.net
To: Albrecht, Gary
Subject: Re: Sunday Streets Alive 2016
Date: Monday, April 18, 2016 3:23:36 PM

Hi Gary,

I met with Scott Campbell last week; I think I got some valuable information from him. After the initial conversation, we just sat and talked. This is what I learned. I think it is worth considering.

~sponsorship amounts are very high, they put people off
Suggested amounts: $2,500 $1,500 $1,000 $500 $250
if it seems possible business could give more than $2,500, that option could be approached at the meeting time
~advantages listed (what business gets) are standard, they are what any business would expect for their donation -- a table should be included also, at least at the high level ($2,500 suggested for the high level)
~this is a "feel good event" - no ongoing good for mankind (or the community) comes from this - this event benefits the image of City of Vancouver and Clark County. The City and County should willingly pay all or some of the police costs to reduce event expenses
~involve Bike Clark County and Vancouver Bicycle Club

Timing for requesting sponsorship:

When yearly budget is an issue for a business, ask for event sponsorship in October

When yearly budget is not an issue, ask for event sponsorship in February or March

When asking for sponsorships of $1,000 and up, it is really challenging for most businesses

Scott says he never uses yearly budget as an excuse. For this event, he would sponsor at the $500 level and offer containers in kind (I know I should understand what this terminology means, but I am not sure -- I think it means they'd give us containers to use and would empty them without cost)

It was a good conversation and I appreciated him sharing his initial reaction to the event type and the sponsorship levels as well as his suggestions for making our request more palatable.

I'm sending this to you only so you can decide if and when to use this information.

Ellen

From: "Gary Albrecht" <Gary.Albrecht@clark.wa.gov>
To: "Ellen Ives (eives@comcast.net)" <eives@comcast.net>
Sent: Wednesday, March 23, 2016 4:22:15 PM
Subject: FW: Sunday Streets Alive 2016

Ellen,
The sponsorship document and vendor list is attached in the email string below.

I think this is what we discussed about last night.

Thank you for your help.

Gary

From: Albrecht, Gary
Sent: Wednesday, March 23, 2016 4:21 PM
To: 'Steven Koch'; Steve Valenta (stevevalenta@gmail.com)
Cc: juanita.rogers@abam.com; Holly Williams; Clark, Jennifer (BOCC); Lebowsky, Laurie; mvonlaue
Subject: Sunday Streets Alive 2016

Hello Steven K. and Steve V.,
During our bpac meeting yesterday we discussed connecting with the 2013 SSA participants.

Attached is a list of vendors that will hopefully participate in this year's event.

The are 79 vendors on the list. I have also attached the sponsorship document.

One option is emailing the past vendors and include the sponsorship document. And follow-up with a phone call.

During the meeting we decided to obtain sponsorships for one month.

At the April 26, 2016 meeting we can re-evaluate our ability to host the August 14, 2016 SSA event.

It is a lot of work. I can help send out the emails and follow-up phone calls.

Let's get together early next week to discuss.

Gary

Gary Albrecht, AICP
Planner

Clark County Community Planning
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