



Light Up

CORPUS CHRISTI

2015-2016 Sponsor Brochure



Dear Friend:

The revitalization and improvement of Downtown, Uptown, SEA District and North Beach in Corpus Christi has begun!

The Downtown Revitalization Alliance (DRA) has embarked upon a neighborhood changing mission to Light Up Corpus Christi. The Light Up CC Program is being funded through generous donations from friends like you, combined with revenue collected from the parking meters in Downtown and Uptown. Managed by the City of Corpus Christi Parking Advisory Committee, Light Up CC's mission is to install new LED street lights in high-crime areas to make our neighborhoods safer. We will also increase energy efficiency by retrofitting existing street lights with brighter LED lamps.

Imagine Leopard Street, Peoples Street and the north end of North Beach lit with bright, white light. That's the first area of greatest need. One by one, we're taking back our streets in Downtown, Uptown the SEA District and North Beach.and making them walkable and citizen-friendly.

You may choose to support a series of street lights or a single street light in honor of your company's employees, a loved one, or anyone who is a "point of light" in your life.

Be part of Light Up CC, and make a difference in our community. Thank you for your consideration, participation and support!

Best personal regards,

Stephen McMains

Stephen McMains, Chairman of the Board
Downtown Revitalization Alliance



Luminous Sponsor

Contribution: \$25,000

Name and logo recognition in:

- Posters
- Flyers/announcements
- News Releases
- TV ads
- Signage/banners
- Print ads
- Plaque with company logo on 10 streetlights
- Name recognition on brass plaques in Downtown, Uptown, SEA District and North Beach

Ablaze Sponsor

Contribution: \$10,000

Name and logo recognition in:

- Posters
- Flyers/announcements
- News Releases
- TV ads
- Signage/banners
- Print ads
- Plaque with company logo on 5 streetlights
- Name recognition on brass plaques in Downtown, Uptown, SEA District and North Beach

Beam of Light Sponsor

Contribution: \$5,000

Name and logo recognition in:

- Posters
- News Releases
- TV ads
- Signage/banners
- Print ads
- Plaque with company logo on 3 streetlights
- Name recognition on brass plaques in Downtown, Uptown, SEA District and North Beach

Ray of Light Sponsor

Contribution: \$2,500

Name and logo recognition in:

- Posters
- News Releases
- Signage/banners
- Print ads
- Plaque with company logo on 2 streetlights
- Name recognition on brass plaques in Downtown, Uptown, SEA District and North Beach

Point of Light Sponsor

Contribution: \$1,000

Name and logo recognition in:

- Posters
- News Releases
- Signage/banners
- Print ads
- Plaque with company logo on 1 streetlight
- Name recognition on brass plaques in Downtown, Uptown, SEA District and North Beach



Sponsor Advertising Agreement

Name of Sponsor: _____ Contact: _____

Address: _____

City/State/Zip: _____

Phone: (_____) _____ Fax: (_____) _____

Email: _____

Sponsorship Desired: Luminary (\$25,000) Ablaze (\$10,000) Beam of Light (\$5,000)
 Ray of Light (\$2,500) Point of Light (\$1,000)

CONTRACT CONDITIONS:

1. Reservations for sponsorships may be cancelled with full refund if written notice is received within 10 days of execution. Thereafter, cancellations will be accepted with a partial refund of fifty (50%) percent.
2. All contracts subject to acceptance by Downtown Revitalization Alliance, Inc.
3. This Contract is with the named firm (Sponsor) and change of ownership of management will not dissolve contract payment terms or obligations.
4. All charges are due and payable immediately upon receipt of sponsorship reservation. Sponsor and agent (if any) each agree to be jointly and severally responsible for full payment thereof. If any action brought upon this Agreement, venue shall be proper in a court of competent jurisdiction in Corpus Christi, Nueces County, Texas, and sponsor and agent expressly waive any objections to venue or personal jurisdiction therein. In any such action, the prevailing party shall be entitled to reasonable attorney's fees in addition to any other relief granted.
5. In the event that payment is not made by the Sponsor, in accordance with conditions of this contract, Sponsor agrees to pay for legal fees incurred by Downtown Revitalization Alliance, Inc. to obtain collection. Sponsor agrees to pay 1 1/2% interest per month on the unpaid balance due after date of event.
6. Downtown Revitalization Alliance, Inc. shall not be bound by any promises or agreements not contained herein, nor shall relieve any Sponsor or agent of their obligations hereunder.
7. Sponsor agrees to hold Downtown Revitalization Alliance, Inc. and its co-sponsors of Light Up CC program harmless from any claim arising from his participation in the program.

I hereby warrant that I have read the contract conditions and that I have full power and authority to sign for the above named firm.

Signed: _____

Title: _____

Firm: _____

For DRA: _____

PAYMENT RECORD:

Sponsor Cost: \$ _____

Payment Made: \$ _____

Balance Due: \$ _____

Check/Bank Card #: _____

Exp. Date: _____

Please remit with your payment to:

Downtown Revitalization Alliance, Inc. • C/O Downtown Management District
223 N Chaparral Street, Ste. # A • Corpus Christi, TX 78401 • (361) 882-2363