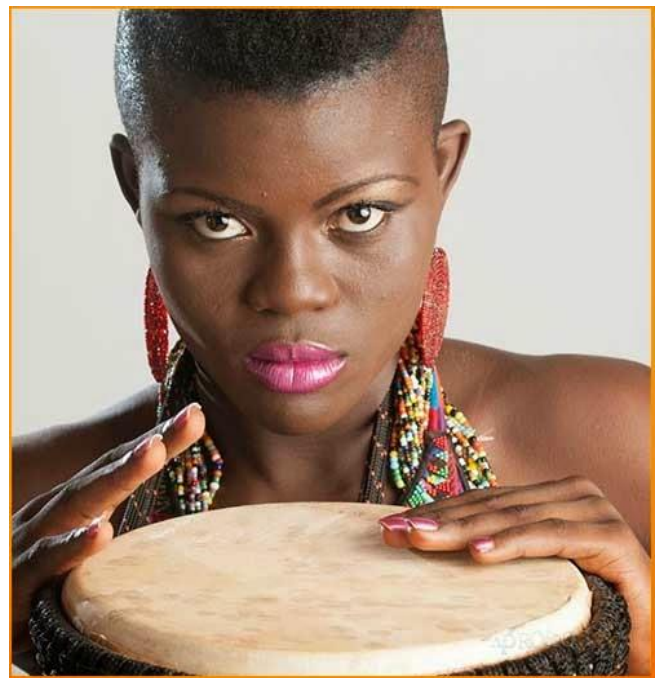


Stockton's Annual Celebration

UNITY ONE WEEKEND

Saturday September 19-Sunday September 20, 2015

Dr. Martin Luther King Jr., Park Plaza



Welcome!

You are invited to the Stockton Unity One Weekend Festival on Saturday September 19 and Sunday September 20, 2015 at the beautiful Dr. Martin Luther King, Jr. Plaza Park from 11am-6pm on Saturday and from 1:00 p.m. until 6:00 p.m. on Sunday.

Unity One Weekend represents a mission to bring about new opportunities and to improve the conditions of life in Stockton and those who attend from the throughout the greater San Joaquin Valley.

We are inviting you to join us at the Unity One Weekend. You will have an opportunity to offer services to hundreds of people who are attending this year. People attend because the event is an opportunity festival where new concepts and ideas are shared to produce exciting mutual benefit for those seeking opportunity and for those who can provide opportunity.

As we offer Unity One Weekend to you please understand an event of this purpose. The totality of information, outreach, marketing and promotion, all enveloped in a culturally distinct atmosphere represents a scope of opportunity that is uncommon in this region. This is an opportunity to become inclusive, to embrace diversity and to build new opportunities with new customers.

And while there are so many great opportunities over the weekend, there is also many attractions to bring those looking to enjoy the fun. There is our Latin Music Festival; the Sounds Of Soul Concert; interactive games, resource and marketplace exhibit booths, the Food Fair, contests and activities for the entire family.

Take this opportunity to share resources. Be part of the career faire; the homeownership area our incredible College Tour Education Pavilion; the health fair; business and finance area and family pavilion. Unity One Weekend is an opportunity to become involved in reaching out to bring advances at an event that reflects the positive impact of multiculturalism as it relates to community transformation, business development and diversity.

We look forward to you being involved. Please call 916 477-0157 today to confirm your participation.

Sincerely,

Rick Warren, Director

Why This Is Important:

The Unity One Weekend represents the many facets, cultures and communities that make the city so inviting. This is a highly regard moniker that means that we are a community that cares and has concerns for others. Unity One Weekend has features and opportunities that are meaningful and impactful that can enrich the lives of those who are looking for resources and information.

At the same time Unity One Weekend represents the communities of color that are less-represented than majority communities. This means that there is room for enhancement and for the sharing of opportunities that allow for growth and for a generation of new prosperity shared on a fair and equal opportunity basis.



Unity One Weekend is important because our diversity is important. Each and every aspect of the cultures of the surrounding region will have representation at the event where soulful connections are the key to success. This is a time and opportunity to get your message to the people and for the people to gain familiarity with your business, organization, brand and product. By participating in Unity One Weekend you are expanding your message into consumers and people who can accept your outreach with mutual benefit.



The Attractions Of Unity One Weekend Make It Attractive To Attend

The Information Exhibits: People will have access to resources on a verity of topics that make it easier for them to begin the process of enhancing their lives. Exhibitors will provide information on jobs, careers, home ownership, health and wellness needs, senior citizens services, housing for the less fortunate, state services, banking, and business.



Entertainment From Top Stars: One of the best ways to draw hundreds of people to Unity One Weekend is our entertainment. The event is well-known for having the best entertainment at a free event in Stockton. The stage

will be filled with singers, cultural dancers, and first class entertainment all-day. Artist from throughout the Stockton region will deliver their talents to showcase how talented the communities of color have become and why it is important that while being a part of this event you are helping to celebrate the arts of our communities.

Serving Our Soldiers Area: This is the most important aspect of them all, and is an opportunity for us as all to unite to bring opportunities to the men and women of military service. These



great heroes have sacrificed so much for the freedom of our nation and for the world that it is only befitting that we open a door of opportunity for them as they return home as veterans or active military. Exhibitors with information on housing, legal assistance, jobs, medical services and family services will be on hand to make sure that our service men and women and their families are given the special attention they deserve.



The Food And The Fun: What would the Unity One Weekend be without food, and fun for everyone. Our annual barbecue cook-off and Latin food festival will keep the people well fed and thoroughly entertained

The Opportunities To Help Our Communities

The Annual Stockton 'UNITY ONE WEEKEND' is not only the best family, fun and music fest in the city of Stockton each year for communities of color to enjoy; it is also the best way for your message of inclusion and opportunity to be conveyed. With an emphasis on jobs, careers, education, health, housing and business, this outdoor event is a one stop atmosphere for sharing opportunities. 'UNITY ONE WEEKEND' has earned its significance by becoming a reliable partner for the community who understands that while the event is enveloped in creativeness and energy, the opportunities to enrich and enhance your life are dominant.



People can find employment; learn about resources for senior citizens; meet real estate and financial professionals; discuss health related issues; meet with schools,

colleges, and training programs for adults and children; interact with political leaders and elected officials; network with small businesses and share ideas and concepts with exhibitors who are providing valuable and impactful resources for community development.

You are invited because of the quality of resources that you can bring to the community in numerous ways. You will have immediate impact messaging to assure a quality response for your efforts in:

- Marketing
- Community Engagement
- Diversity/Inclusion Building
- Education
- Business Networking
- Family Values
- Homeownership
- Product Display
- Brand Building
- Point Of Sale



Complete the following Registration Forms for your Sponsorship / Partnership or to become a VIP Exhibitor at 'Unity One Weekend.'



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LEVELS OF PARTICIPATION

Select Your Exhibit Space

Level 1: \$900.00

- One “Super Sized” Exhibit Booth Space (*10x15, super-sized tent with covering; two tables, four chairs*)
- One full-page of advertisement in the TODAY’S TIMES NEWSPAPER’S “UNITY ONE WEEKEND” Special Edition and Program. This is a tabloid size newspaper on newsprint complete with articles, ads, and event information
- Branding in all pre-event promotions with your name and logo on over 40,000 flyers, mailers, handouts, posters, door-hangers and invitations
- Lunch for four people each day

Cost of this level: **\$900.00**

Level 2: \$700

- One Exhibit Booth Space (*10x10, area with a Pop Up Tent that we provide; plus one table, two chairs*)
- One full-page of advertisement in the “UNITY ONE WEEKEND” Special Edition and Program.
- Lunch for two people each day

Cost of this level: **\$700.00**

Small Business Owners & Marketplace (*These levels 10x10 and are only for small non-profits; churches; arts and crafts; gifts; small clothiers; etc...only*) **\$250.00** (single); **\$500** (double booth); **\$300** (single corner); **\$600** (double corner booth) *You must provide your own tent, table and chairs*

“Food Court:” This is the essence of the “UNITY ONE WEEKEND”. Food vendor booths are 10x15 areas with one table and two chairs. You can bring additional tables and chairs. You must bring “everything” you need to work. **Cost: \$550.00**

THE VIP PACKAGE: Includes room for one night or two nights; plus VIP Reception; VIP Gala; Article In Today’s Times; Advertisement In Today’s Times; VIP Sunday Brunch; & Lunch For Both Days Of The Event For As Many As Four People. For This Package Please Call (916) 477-0157.

Advertise Only: For some reason you may be unable to manage an exhibit area but you can still be involved. Simply place your full page advertise (10x12 b/w) in the Unity Issue of Today’s Times Newspaper for only \$400.00 and you are at the event! Other rates are: \$300 for half page (b/w) and \$700.00 for full page color and \$375.00 for half page color.

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Registration Information Kit

Saturday September 19, 2015 Dr. Martin Luther King Jr., Park Plaza
Stockton 11:00 a.m.-6:00 p.m. and Sunday September 20 1:00 p.m.-6:00 p.m.

EXHIBITOR'S REGISTRATION FORM

Company Name _____

Representative _____

Address _____

Tel # _____ / cell # _____

Email _____

Website _____

Type Of Product: _____ Fashion _____ Food _____ Books _____ Beauty _____ Gifts

Type Of Service; _____ Career _____ Business _____ Real Estate _____ Other

Describe Your Business/Menu: _____

Please Read:

The STOCKTON UNITY ONE WEEKEND Festival will take place as a program of Rick Warren Media. The event will take place rain or shine; there are no refunds; except if the event is totally canceled; date changes are no reasons for refund; so please understand that you will NOT get a refund if your schedule does not permit you to attend, you must find someone to operate your exhibit, or receive a credit to be placed towards our next major event. **Food exhibitors** must meet all insurance, business licenses, and health permit requirements. Your signature on the last page of this Registration packet signifies that you accept these terms; or by completing this Registration form means you understand and accept these terms.



Stockton's Annual Celebration

UNITY ONE WEEKEND

Saturday August 15-Sunday August 16, 2015
Dr. Martin Luther King Jr., Park Plaza

Make Your Check Payable To:
RICK WARREN MEDIA

9537 Scarboro Place, Stockton, CA. 95209 (916) 477-0157

YES! I WANT TO PARTICIPATE

Company Name _____

Representative _____

Type Of Business _____

Telephone _____ Email _____

Level Selected _____

Amount \$ _____ Amount Paid \$ _____ Amount Due \$ _____ Date Due _____

How Did You Pay: Cash _____ Check # _____

Credit Card Information: Visa _____ MC _____ AMX _____

Name On Card _____

Credit Card Billing Address _____

Name Of Person Using This Card _____

Credit Card # _____

Expires _____ Digit ID on rear of card _____

All Terms Are Accepted By _____

(customer name and date)

And By _____

(Event Representative)

Receipt For Payment

Paid By _____ Date Paid _____

Received By _____ Date Received _____



Together in diversity.