SHERMAN OAKS, CALIFORNIA · 1927 – 2027

SHERMAN OAKS 100

CENTENNIAL SPONSORSHIP OPPORTUNITIES

In 1927, Gen. Moses Sherman subdivided a thousand acres of Valley ranchland and Sherman Oaks was born. A century later, we're marking it with four events across 2027 — and inviting you to be part of all of them.

JAN 23	APR 24	AUG 18	OCT 17
SATURDAY	SATURDAY	THROUGH LABOR DAY	SUNDAY
The Centennial Mural	**Shine LA Service Day & Tree Day**	**100 Years / Young Artists**	**35th Sherman Oaks Street Fair**
Unveiling on Ventura Blvd. and Celebration Afterwards	100 trees for 100 years	Student Art Contest & Centennial Pop-Up Museum	Centennial Edition

CENTENNIAL SERIES PACKAGES

One commitment · all four events

CENTENNIAL FOUNDER — LIMIT ONE — By inquiry

The entire centennial branded **"Sherman Oaks 100, presented by [Sponsor]."** Title Sponsor of the Street Fair — event naming, main stage signage, 20×20 booth, 20 backstage VIP invitations, 10 VIP parking passes. Presenting Sponsor of the mural, the Shine LA day, and the pop-up museum. Top position on the permanent mural donor plaque. Category exclusivity. Name in the centennial time capsule.

CENTENNIAL LEGACY — LIMIT THREE — $25,000

Platinum at the Street Fair — carnival entrance signage, 10×30 booth, 14 backstage VIP invitations, 6 VIP parking passes. **Presenting Sponsor of one event of your choice** — mural, Shine LA day, or pop-up museum. Featured recognition at the other two. Name on the permanent mural donor plaque in the first position.

VALUE IF PURCHASED SEPARATELY — $27,500

CENTENNIAL CHAMPION — LIMIT SIX — $15,000

Gold at the Street Fair — name a zone (Community Stage, Pet Zone, Ferris Wheel, Wellness Zone, Youth Entrepreneurs Zone), 10×30 booth, 10 backstage VIP invitations. Second-tier sponsorship at all three other events. Name on the permanent mural donor plaque in second position.

VALUE IF PURCHASED SEPARATELY — $17,500

CENTENNIAL PATRON — LIMIT TWELVE — $7,500

Silver at the Street Fair — name an attraction, 10×20 booth, 6 backstage VIP invitations. Supporting sponsorship at all three other events. Name on the permanent mural donor plaque in the third position.

VALUE IF PURCHASED SEPARATELY — $9,500

CENTENNIAL FRIEND — NO BOOTH REQUIRED — $3,500

Logo on the Street Fair main stage banner, LED screen, website, social media and newsletter. Emcee recognition on both Street Fair stages. Recognition at all three other events. Name on permanent mural donor plaque in the fourth position.

FOR MORE INFORMATION CONTACT US!

Sherman Oaks Centennial — info@shermanoaks100.com
Let's Paint Sherman Oaks — shermanoaksfoundation@gmail.com
Street Fair — hello@shermanoaksencinochamber.org

SINGLE-EVENT SPONSORSHIPS

Choose the event that fits your business

The Centennial Mural

UNVEILING SAT. JAN. 23

An original work of art on Ventura Blvd., painted by a local artist. Sponsors are named on a permanent bronze donor plaque at the site and logo on SOHA: Shine LA T-shirt.

Presenting	**Top plaque** position · podium recognition at the unveiling · 10 invitations	$5,000
Muralist	Large name, **second tier** plaque position · 6 invitations	$2,500
Palette	**Third tier** plaque position · 4 invitations	$1,500
Brushstroke	Name on **fourth tier** plaque · 2 invitations	$1,000

The mural is an original work of art and carries no commercial content. Sponsor recognition appears on the adjacent bronze donor plaque.

100 Years / Past and Future

AUG. 18 THROUGH LABOR DAY

Centennial Pop-up Historical Museum; Young artists imagine our future.

Museum	Naming rights at the pop-up museum space · entrance and exhibit signage	$2,500
Student Art Display	Naming rights at Student Art Display or Centennial pop-up museum	$2,500
Exhibitor	Signage at the Centennial pop-up museum or Student Art Display	$500

SOHA Shine LA Service Day & 100 Trees + 100 Ys Project

SATURDAY, APRIL 24

Run with the Mayor's Office Shine LA program, the SOHA Beautification Committee and Volunteers Cleaning Communities. Litter removal, tree-well restoration, and 100 new or restored street trees.

Block Sponsor	Adopt a block · sign on that block · Name on the T-shirt	$500
Single Tree	Name on one tree tag · Name on T-shirt	$350

In-kind welcome: dumpsters and hauling, gloves and grabbers, coffee, water, tools, trees.

35th Sherman Oaks Street Fair

SUNDAY, OCTOBER 17 · CENTENNIAL EDITION

The largest single-day event in the San Fernando Valley. 50,000–100,000 attendees · 2+ hours average time on site · $120K+ average household income.

Title	Event naming, main stage signage, 20×20 booth, 20 VIP invitations, 10 parking passes	$25,000
Platinum	Carnival entrance signage, 10×30 booth, 14 VIP invitations, 6 parking passes	$15,000
Gold	Zone naming, 10×30 booth, 10 VIP invitations, 6 parking passes	$10,000
Silver	Attraction naming, 10×20 booth, 6 VIP invitations, 4 parking passes	$5,000
Shared	Full logo package and emcee recognition — no booth required	$3,500
Bronze	10×10 booth in the Sponsor Zone, 2 VIP invitations, 1 parking pass	$3,100

All tiers include logo on the main stage banner, LED screen, website, social media and newsletter, plus emcee recognition on both stages. First come, first served.
Centennial-only: Time Capsule $7,500 · Centennial Gallery $5,000 · Birthday Cake $3,500 · History Walk $3,500

THE CENTURY CIRCLE

Every dollar counts toward one total

Two organizations, two purposes. The Centennial Mural, SOHA: Shine LA Service Day & Tree Planting Day, and the student art contest and Centennial Pop-Up Museum are programs of the **Sherman Oaks Chamber Foundation**, a 501(c)(3) non-profit that fosters community improvement through targeted investments in public art, beautification, arts events and other enhancements to the physical aesthetic of our neighborhood — **EIN 46-3144630**. Contributions may be tax-deductible to the extent allowed by law, less the fair market value of any goods or services received. The **Sherman Oaks Street Fair** is produced by the Sherman Oaks / Encino Chamber of Commerce; sponsorship is generally a business expense rather than a charitable contribution. Series packages are invoiced accordingly. Please consult your tax advisor.

BECOME A CENTENNIAL SPONSOR

Sherman Oaks Centennial info@shermanoaks100.com
Let's Paint Sherman Oaks shermanoaksfoundation@gmail.com
Street Fair hello@shermanoaksencinochamber.org