



LAFAYETTE ART & WINE FESTIVAL
September 15 & 16, 2012
2012 SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$10,000 (Limit of 2)

- ◆ Logo identification in all print advertising, on festival banner, program, posters and flyers as the Presenting Sponsor;
- ◆ 3' X 10' color logo banner displayed prominently at festival;
- ◆ Logo Banner ad displayed on each Chamber webpage related to the Art & Wine Festival with links to your webpage;
- ◆ Acknowledgment in press releases, television, and radio advertising;
- ◆ A 10' X 20' booth for your company's promotion at the event;
- ◆ Verbal acknowledgment for sponsorship from the two main stages the day of the event;
- ◆ Permission to use festival logo in cross promotions for your business;
- ◆ Twenty five (25) complimentary wine or beer glasses and fifty (50) complimentary taste tickets.

Festival Sponsor \$8,000 (Limit of 2)

- ◆ Logo identification in print advertising, on festival banner, program, posters and flyers;
- ◆ Your own logo banner displayed prominently at festival;
- ◆ Logo ad displayed under banner ad on each webpage related to the Art & Wine Festival with links to your webpage;
- ◆ Acknowledgment in press releases, television, and radio advertising;
- ◆ A 10' X 20' booth for your company's promotion at the event;
- ◆ Verbal acknowledgment for sponsorship from each stage the day of the event;
- ◆ Permission to use festival logo in cross promotions for your business;
- ◆ Ten (10) complimentary wine or beer glasses and twenty (20) complimentary taste tickets.

GreenZone Sponsor or Festival Automobile Sponsor \$8,000 (Exclusive)

- ◆ Logo identification in print advertising, on festival banner, program, posters and flyers as the GreenZone or Automobile Exclusive Sponsor;
- ◆ Your own logo banner displayed prominently at festival;
- ◆ Logo ad displayed under banner ad on each webpage related to the Art & Wine Festival with links to your webpage;
- ◆ Acknowledgment in press releases, television, and radio advertising;
- ◆ **GreenZone Sponsor: Up to a 10' X 20' space in a prime location in the GreenZone for your company's promotion at the event;**
- ◆ **Automobile Sponsor: Up to a 10' x 40' space on prime location in festival grounds for display of your automobiles;**
- ◆ Verbal acknowledgment for sponsorship from the two main stages the day of the event;
- ◆ Permission to use festival logo in cross promotions for your business;
- ◆ Ten (10) complimentary wine or beer glasses and twenty (20) complimentary taste tickets.

Premium Wine Pavilion Sponsor \$5,000

- ◆ Logo identification in print advertising, on festival banner, program, posters and flyers;
- ◆ Your own logo banner displayed prominently at festival;
- ◆ Logo ad displayed under banner ad on each webpage related to the Art & Wine Festival with links to your webpage;
- ◆ Acknowledgment in press releases, television, and radio advertising;
- ◆ 10' X 10' booth in the Premium Wine area for your company's promotion at the event;
- ◆ Verbal acknowledgment for sponsorship from the two main stages the day of the event;
- ◆ Permission to use festival logo in cross promotions for your business;
- ◆ Your volunteers will be invited to pour wine with the "experts";
- ◆ Ten (10) complimentary wine glasses and twenty (20) complimentary taste tickets.



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Entertainment Stage Sponsor \$5,000

- ◆ Logo identification in print advertising, on festival banner, program, posters and flyers;
- ◆ Color Banner displayed prominently on one stage throughout the Festival;
- ◆ Acknowledgment in press releases, and advertising & verbal acknowledgement on stage throughout the two day festival;
- ◆ **A 10' X 10' space near the sponsored stage for your company's promotion at the event;**
- ◆ Permission to use festival logo in cross promotions for your business;
- ◆ Four (4) complimentary wine glasses and four (4) beer mugs.

Wine or Beer Glass Sponsor \$4,600 (Wine) \$3,600 (Beer)

- ◆ Logo or name imprinted on souvenir wine glass or beer mug;
- ◆ Business name or logo identification in print advertising, on festival banner, program, poster & flyers;
- ◆ Verbal acknowledgment in press releases, and advertising;
- ◆ Permission to use festival logo in cross promotions for your business;
- ◆ A 10' X 10' booth for your company's promotion at the event.
- ◆ Twenty Four (24) complimentary wine and/or beer glasses, depending on sponsorship.

Corporate Sponsor \$3,750

- ◆ Logo identification in print advertising, on festival banner and program;
- ◆ Acknowledgment in press releases;
- ◆ A 10' x 10' booth for your company's promotion at the event;
- ◆ Permission to use festival logo in cross promotions for your business;
- ◆ Six (6) complimentary wine or beer glasses.

KidZone Sponsor \$3,750

- ◆ 10'X10' booth in KidZone area for product and/or service promotion, (booth in Kid's Zone area may be donated to local non-profit);
- ◆ Logo identification in print advertising, on festival banner and program;
- ◆ Logo prominently displayed on banner identifying the KidZone;
- ◆ Acknowledgment in press releases and in announcements during the Festival;
- ◆ Permission to use festival logo in cross promotions for your business;

Shuttle Bus Sponsor \$3,750 Includes Both Buses

- ◆ Your name on the Bus that shuttles attendees to the event and back to the BART parking lot;
- ◆ If you sponsor both busses, you will be given a 10' X 10' space for your company's promotion at the event;
- ◆ Verbal acknowledgement on both entertainment stages throughout the festival;
- ◆ We rent one bus from **Douglas Parking** and the other is provided by **Lamorinda Spirit** (Senior Transportation);
- ◆ Your company's name on the signs that indicate the shuttle pick up spot for rides back to BART.

Wristband Sponsor \$3,600

- ◆ Your name printed on 20,000 wristbands given to all adults who purchase drink tickets and glasses;
- ◆ A 10'X10' booth space for your company's promotion at the event



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Commercial Vendor Booth \$2,100 (Lafayette Chamber Member Price) / \$2,600 (Non-Member Price)

- ◆ 10'X10' booth in main Festival area for product and/or service promotion;

Kid's Stage \$1,100

- ◆ 10' X 10' stage for local kid musicians to play + 10' x10' booth near stage for your business promotion;
- ◆ Banner on stage with your logo

Wine Sponsor \$1,100 Lafayette Chamber Member Price (\$1,400 non-member price)

Beer Sponsor \$1,100 Lafayette Chamber Member Price (\$1,400 non-member price)

Wine Margarita Sponsor \$1,100 Lafayette Chamber Member Price (\$1,400 non-member price)

- ◆ Signage on booth throughout the Festival; to promote your business;
- ◆ Your company provides at least two volunteers to staff your booth throughout the Festival;
- ◆ Strong possibility of a representative of the beer or wine company in your booth to help answer specific product questions;
- ◆ Acknowledgment in press releases and in announcements during the Festival;
- ◆ Four (4) complimentary wine glasses for wine booth sponsor;

Artists Alley \$1,100

- ◆ Signage in two prominent locations near the Artists location;
- ◆ 10' x10' space in the Artist Alley for your use, or you may donate your space to a local non-profit;

Golf Cart \$750

- ◆ Your Logo sign will be placed atop six (6) golf carts as they travel throughout the festival.
- ◆ Signs are approximately 12" X 18".

Ticket Sales Booth \$600

- ◆ Signage on booth throughout the Festival;
- ◆ Acknowledgment in press releases and in announcements during the Festival;
- ◆ Your company must provide at least four volunteers to staff the booth throughout the Festival;

Volunteer Shirt Sponsor \$600 (Limited to 6 Sponsors)

- ◆ Your logo imprinted on 500 volunteer shirts. These shirts are worn each day by every student volunteer;
- ◆ **This opportunity is available to the first 6 Green Certified Businesses or Lafayette Green Businesses;**
- ◆ Each shirt will have the recycle logo on the front of the shirt with the word "Volunteer" written above the recycle logo;
- ◆ Each sponsor logo will appear on the back of the shirt.

We have very limited electrical availability throughout the festival. Please indicate on the sponsor contract if you are in need of electricity. It will determine your booth placement. If you are supplying your own tent or canopy, please make sure that it is a 10' x 10' State Fire Marshall Approved tent and indicate on the contract that you will NOT need us to provide one for you



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I/ We wish to participate in the Lafayette Art & Wine Festival as a:

- Presenting Sponsor – \$10,000
- Festival Sponsor - \$8,000
- GreenZone Sponsor (Available) or Festival Automobile Sponsor \$8,000 (Exclusive)!
- Premium Wine Sponsor – \$5,000
- Entertainment Stage Sponsor – \$5,000
- Wine Glass Sponsor - \$4,600 (Includes name or logo imprinted on glass)
- Beer Glass Sponsor \$3,600 (Includes name or logo imprinted on glass)
- Corporate Sponsor - \$3,750
- Kid's Zone Sponsor - \$3,750
- Shuttle Bus Sponsor - \$3,750 for Both Buses
- Wristband Sponsor - \$3,600
- Commercial Vendor – (\$2,100 for Lafayette Chamber members) ~ \$2,600 non members
- Kid's Stage Sponsor – (\$1,100 for Lafayette Chamber Members) ~ \$1,600 non-members
- Wine Booth Sponsor - Limited to 13 – (\$1,100 for Lafayette Chamber Members) ~ \$1,400 non-members
- Beer Booth Sponsor - Limited to 10 – (\$1,100 for Lafayette Chamber Members) ~ \$1,400 non-members
- Wine Margarita Sponsor - \$1,100 for (Lafayette Chamber Members) ~ \$1,400 non-members
- Artist's Alley Sponsor - \$1,100
- Ticket Booth Sponsor – \$600
- Golf Cart Sponsor - \$750

Volunteer Shirt Sponsor - \$600
A NON REFUNDABLE DEPOSIT OF 50% IS REQUIRED UPON COMMITTING TO A SPONSORSHIP. The balance is due and payable IN FULL 30 days later. Those companies booking space after August 15 must pay the entire amount upon signing contract. Booth space is subject to cancellation if payment is not received according to the terms of this contract. NO REFUNDS! The Lafayette Chamber will invoice your company one time. It is up to your company to send in the balance due according to the above listed terms. Please sign below to indicate your acceptance of these terms. AGREED TO AND ACCEPTED BY:

name _____ phone _____ fax _____ signature: _____ date: _____
 company _____ email address _____ check enclosed ___ bill me (one time) ___
 please print carefully
 mailing address _____ City _____ Zip Code _____

Very Important...Please check all that apply!

I need a 10' x 10' booth tent: _____ I DO NOT NEED a 10' x 10' booth tent: _____ I need electricity (very limited) _____
 I need a counter in the front of my tent: _____ I DO NOT need a counter, I prefer people be able to walk into my tent: _____
 VISA/MasterCard# _____ Expiration Date _____ Amt. to be charged: _____

Please return **signed contract and payment** to: Lafayette Chamber of Commerce, 100 Lafayette Cir. # 103, Lafayette, CA. 94549