

The Twentieth Annual

Burlingame ArtzFest

August 11th & 12th, 2012

Presented by
The Burlingame Chamber of Commerce

PARTNER / SPONSORSHIP GUIDELINES

Partner/Sponsorship Administrated by
Team PRO Event, Inc.

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**The Twentieth Annual
Burlingame ArtzFest**

EXECUTIVE SUMMARY

It is with great pleasure that we welcome you to the 20th Annual Burlingame ArtzFest, to be held on Saturday, August 11 and Sunday, August 12, 2012 in the upscale Community and City of Burlingame. Burlingame is located on the Peninsula. The event will be staged on 5 to 6 blocks in Burlingame Avenue Area. The Festival promotes mainstream music such as rock & roll, pop, jazz and Latin and a family oriented flair. The event is presented by the Burlingame Chamber of Commerce and produced by Team PRO Event, Inc., of Mill Valley.

The opportunities for positive visibility through sponsorship Involvement in this years' event are varied and extensive. Partner/Sponsorship opportunities are available through custom-tailored association with the overall event or through the underwriting of specific components or activities.

Producer: This Event is planned and executed by the Burlingame Chamber of Commerce and produced by Team PRO Event, Inc. The Burlingame ArtzFest is organized under the highest professional standards.

Event: The Burlingame ArtzFest is a well-established two-day event held in early August to take advantage of the summer season. The event takes place throughout the Burlingame Avenue Area.

Date: Saturday, August 11 and Sunday, August 12, 2012

Hours of Event: 10 a.m. - 6 p.m.

Attendance: 50,000 plus

Media Coverage: Television, Radio, Magazine, and Newspapers

Demographics: Broad based in age, with sophisticated tastes and mid to upper income.

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General Partner/Sponsorship Levels

We are confident that your association with the **2012 Burlingame Artzfest** will be an effective promotion and marketing strategy for your company this year, and in the years to come.

<u>Corporate</u>	<u>Price</u>	<u>Pre Event Representation</u>	<u>Site Presentation</u>
Title: (limited to one) (Cash only, Trade option unavailable)	\$35,000.00	Custom Development	Custom Development

Overall: (limited to two)	\$25,000.00	Custom Development	Custom Development
Primary: (limited to three)	\$15,000.00	Custom Development	Custom Development
Secondary: (limited to four)	\$10,000.00	Custom Development	Custom Development
Tertiary:	\$5,000.00	Custom Development	Custom Development
Patron:	\$4,000.00	A. Event Poster	10' x 20' Presentation
		B. Display Advertising	
		C/F. Event Program/Tab	
Contributing:	\$2,200.00	Same As Above Patron	10' x 10' Presentation

* Structure cost will be added onto price, Rentals are not included in price for space. Please add an additional cost to each level of \$200.00 to the 10'x10' presentation and \$400.00 to the 10'x20' presentation if you need the event to supply a structure.

Special Sponsorships:

Media:	\$20,000 plus
Beverage:	Cash, Product Trade/ or Both

General Information:

- ❖ Difference in levels will be determined by location of booth space at event site, premier spots allocated by seniority and higher levels of involvement. I.e. higher traffic areas, main intersections and premier sign placement.
 - ❖ Returning sponsors will be given right of first refusal and priority for the following year.
 - ❖ The levels will determine size and scope of the type of listing in all publicity, i.e. size of name or logo placement.
 - ❖ Larger presentations are available on an individual basis and to be negotiated under the custom development levels.
- ❖ **All levels of involvement underwritten through payment by Cash, Trade, or combination thereof will be considered. This is in all cases other than the Title Partner/Sponsor Level, which is for Cash only.**

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General Tie-in Rights & Benefits

Pre Event Representation:

A. Event Poster - Business Name and /or Logo on Event Poster, multi color minimum size, 11" x 17" to be prominently displayed in numerous locations throughout the San Francisco Bay Area.

B. Display Advertising - Business Name and /or Logo in Display Advertisements: placed in prominent daily, weekly and or monthly publications throughout the San Francisco Bay Area.

C. Event Program/Tab - Business Name or Logo in Special Event Supplement published by major print media sponsor, as an insert within the publication and as an overrun available at Event.

On Site Representation:

D. Booth Presentation – A complete booth structure for the presentation of the Sponsor's product or service. The Booth size and location will vary with level of involvement.

E. Event Promotional Signage – Display of banners, signs and flags visible throughout the event site. Frequency and size dependent on sponsorship level.

F. Event Program/Tab - See detail under Print Advertising

G. Public Address - Public acknowledgment from multiple stages, throughout the event at regular intervals.

H. Sampling – The opportunity for product promotion through established food and beverage concessions and or from special booth structure.

I. Raffle - An ongoing giveaway of product or service from the Main Stage.

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Partner/Sponsorship Component Opportunities

Much of the presentation of the 20th Burlingame ArtzFest is unique to this event, and to the community that it represents. Exceptional opportunities abound for partner/sponsorship involvement within the focus of a specific component or activity.

Component Sponsorship Opportunities

Main Stage - Showcasing a diversified program of light Jazz, entertainment, and the acknowledgment of individuals for their significant contribution to the community. Sponsorship options include high visibility signage and specific representation at the Entertainment Main Stage Area. This is a Sponsorship Level all to itself **(\$5,000)**, or associated with the General Levels of Sponsorship.

Fine Wine Tasting Pavilion - A presentation of fine wines from throughout Northern California. This specific sponsorship will focus on promotion in association with this component, **(\$4,500)**.

Micro Brew Stage & Sampling Arena - Highly visible musical Entertainment stage in association with but not limited to Micro Brew Sampling Area. **(\$4,500)**

Community Entertainment Stage - Highly visible Community Entertainment Stage presenting local Talent of all ages Sponsorship options include underwriting this component, to include all entertainment/Staging for both days of the event. **(\$4,500)**

Children's Activities Area - Supervised quality children's games and activities. Sponsorship options include the underwriting of this area, as well as its specific activities **(\$3,000)**.

Premium Sales – To include Name and/or Logo on premium sales items for example the t-shirts, glassware and or other committee Festival items. **(TBD)**

Details and additional Sponsorship Fee Structures associated with these Components and Activities as well as others under development are available upon request.