

**The Twenty-Second Annual
May 27th, 2012**

Larkspur

FLOWER & FOOD

Festival

Presented by
The Larkspur Community Association

**PARTNER / SPONSORSHIP
GUIDELINES**

Partner/Sponsorship Administered
Team PRO Event, Inc.

P.O. Box 315 Mill Valley, CA 94942 (415) 383-3470

The Twenty-Second Annual LARKSPUR FLOWER & FOOD FESTIVAL On Magnolia Avenue

Partner/Sponsorship Marketing Presented by
Team PRO Event

EXECUTIVE SUMMARY

An ongoing annual event, the Larkspur Flower & Food Festival on Magnolia Avenue creates a wonderful showcase for flower-related arts & crafts and gourmet food exhibitors, Larkspur's renowned chefs and restaurants, and event sponsors. The Festival's base of attendance has been consistently over 10,000 representing the upscale residents of Marin County.

The opportunities for positive visibility through sponsorship involvement in this event are varied and extensive. 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 locally based Team PRO Event, in association with The Larkspur Community Association.

Event: The 22nd Annual Larkspur Flower & Food Festival along Magnolia Avenue is a well-established, one-day event in downtown Larkspur, Marin County, CA.

Date: Sunday, May 27th, 2012, 11:00 a.m. – 6:00 p.m.

Attendance: 10,000 plus

Media Coverage: television, radio, magazine, and newspaper

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General Partner/Sponsorship Levels

Sponsorship Involvement - Tie-in Rights and Benefits

We hope that your association with the 2012 Larkspur Flower & Food Festival 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>Site Presentation</u>	<u>Pre Event Representation</u>
Primary: (limited to two)	\$5,000.00	Custom Development	Custom Development
Patron: (limited to two)	\$2,500.00	Custom Development	Custom Development
Tertiary: (limited to three)	\$1,600.00	10'x20' with Structure	Custom Development
Tertiary: (limited to three)	\$1,300.00	10'x20' Space Only	Custom Development
Secondary: (limited to four)	\$800.00	10'x10' with Structure	A. Event Poster B. Display Advertising C/F Event Program/Tab
Secondary: (limited to four)	\$650.00	10'x10' Space Only	Same As Above
Contributing:	\$250.00	Table presentation	Same As Above
<u>Exclusive:</u>			
Media:	TBD		
Beverage:	Cash, product trade or both		

All levels of involvement should be underwritten through payment by cash, trade, or combination thereof.

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2012 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 **Larkspur Flower & Food Festival** 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.

Partner/Sponsorship support in this area will underwrite the costs associated with the introduction of a new component or activity and promote the continued development and improvement of established components and activities.

Main Stage - Showcasing ongoing performances by local entertainers featuring musicians and dancers and styles range from Blue Grass to Salsa. Sponsorship options include highly visibility signage and specific representation at the Street Main Stage Area. This is a Sponsorship Level all to itself **(\$3,500)**, or associated with the General Levels or Custom Levels of Sponsorship.

Arts & Crafts Component - A presentation of exhibitors offering their flower-related arts & crafts for sale to the attending public. Sponsorship options specifically related to award programs and artist and craftspeople recognition. **(\$1,500)**

Children's Entertainment Stage - Highly visible Children's entertainment stage with a broad range of performers: magicians, storytellers, puppeteers, musicians, and clowns. Sponsorship options include underwriting this component, to include all entertainment/staging for the event. **(\$2,500)**

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. **(\$1,500)**

The Great Rose Competition - Local growers compete for ribbons and prizes in many judged categories of rose horticulture. **(\$1,000)**

Gourmet Food Showcase - Local chefs present their favorite recipes in a judged competition. Ribbons and prizes will be awarded. **(\$1,000)**

Raffle - Exciting prizes donated by Larkspur's merchants & restaurants.

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