

SPONSORSHIP AGREEMENT
Novato Festival of Art, Wine & Music
June 9-10, 2012

Sponsor Company Name _____ Date _____

The aforementioned agrees to participate as a sponsor in the Novato Festival of Art, Wine & Music, to be held June 9th and 10th, 2012. The Sponsor shall receive benefits as set forth in the Sponsorship Opportunities document for the following selection(s):

1. ☐ Stage Sponsor ☐ Main Stage: $7,500 ☐ 7th Street Stage & Premium Wine Garden: $5,000	2. ☐ Premium Wine Garden Wine Sponsor (select one): ☐ $3,000 ☐ 12 cases of wine ☐ Shared Booth	3. ☐ Main Stage Wine Booth Sponsor (select one): ☐ $1,500 ☐ 15 Cases of Wine + $500
4. ☐ 7th Street Stage Wine Booth Sponsor (select one): ☐ $1,250 ☐ 14 Cases of Wine	5. ☐ Non-Winery Wine Booth Sponsor (select one): ☐ $1,000 ☐ 12 Cases of Wine	6. Winery Wine Booth Sponsor (select one): ☐ $1,000 ☐ 12 Cases of Wine ☐ Shared Booth
7. ☐ Stage Beer Booth Sponsor: ☐ Main Stage: $1,500 ☐ 7th Street Stage: $1,250	8. ☐ Beer Booth Sponsor: $1,000	9. ☐ Glass Sponsor: ☐ Wine, $6,000 ☐ Beer, $5,000
10. ☐ T-Shirt Sponsor: $3,000	11. ☐ Corporate Sponsor: $3,000	12. ☐ Children's Area Sponsor: $2,000
13. ☐ Commercial Booth Sponsor: $1,500 (10' x 10' booth)	14. ☐ General Participation Sponsor: $1,000	15. ☐ Custom Sponsor Package: Detail attached

Payment shall be made to Novato Chamber of Commerce. Sponsorship is not final until after payment has been received in full.

SPONSOR COMPANY NAME _____ SPONSOR CONTACT _____

MAILING ADDRESS _____ CITY, STATE ZIP _____

PHONE – OFFICE AND CELL _____ E-MAIL ADDRESS _____

Notes or special instructions/needs of Sponsor: _____

The undersigned acknowledges this document is a contract and serves as a legally binding agreement for all terms and payment related to the sponsorship agreement. Sponsorships are not refundable and are not considered confirmed until paid in full. **Available sponsorships are sold on a first come first sold basis, *regardless of business type*. Festival Sponsorship Booth Policy: Similar business types (Festival Sponsorship Booths) may be placed next to each other based on date of sponsorship confirmation.**

Sponsor Signature (Owner/Officer) _____ Date _____

Coy Smith, CEO - Novato Chamber of Commerce _____ Date _____

Office Use:
__ data entered
__ confirmation
__ invoice sent
__ pymt rec'd
__ logo
__ web updated
__ booth sp.
__ booth hw
__ table
__ chairs
__ power
__ booth letter

_____ space #

807 DeLong Ave, Novato, CA 94945 * (415) 897-1164 * Fax: (415) 898-9097
artandwine@novatochamber.com * www.novatoartwinemusic.com
www.novatochamber.com

Novato Festival of Art, Wine & Music
June 9-10, 2012
Sponsorship Opportunities

1. Stage Sponsor Main Stage: $7,500
7th Avenue Stage & Premium Wine Garden: $5,000

- Company banner prominently displayed on stage throughout the festival.
- Company Logo featured on the NEW Festival web site, the Novato Chamber web site, poster and other advance promotional materials.
- Company Logo on large scale advertising in local print media.
- Company Logo and acknowledgement in Festival Program (15,000).
- Verbal acknowledgement of sponsorship throughout the festival.
- Acknowledgement in all press releases.
- Six complimentary wine and beer glasses and 12 drink tickets.
- 10 X 10 booth space.

2. Premium Wine Garden Wine Sponsor - $3,000 or 12 cases wine

- Exclusive wine served in Wine Garden.
- Staff the wine garden during your shift both days of event.
- Premium Wine Garden Sponsor signage in Wine Garden.
- Opportunity to promote your wine or wine region.
- Company Logo featured on the NEW Festival web site, the Novato Chamber web site, poster and other advance promotional materials.
- Company Logo on large scale advertising in local print media.
- Company Logo and acknowledgement in Festival Program (15,000).
- Promote your wine or wine region by decorating the booth.
- Two complimentary wine and beer glasses and four drink tickets.

3. Main Stage Wine Booth Sponsor - $1,500 or 15 Cases of Wine + $500*

- Positioned near Main Stage (heaviest traffic).
- Promote your product or service by decorating your booth.
- Staff the booth the two days of the event and pour wine.
- Company acknowledged on the NEW Festival web site, the Novato Chamber web site and Festival Program.

* Any left over wine becomes property of the Chamber and is not returned, unless sponsor is a licensed winery

4. 7th Street Stage Wine Booth Sponsor - $1,250 or 14 Cases of Wine *

- Positioned near Main Stage (heaviest traffic).
- Promote your product or service by decorating your booth.
- Staff the booth the two days of the event and pour wine.
- Company acknowledged on the NEW Festival web site, the Novato Chamber web site and Festival Program.

* Any left over wine becomes property of the Chamber and is not returned, unless sponsor is a licensed winery

5. Wine Booth Sponsor (Non-Winery) - $1,000 or 12 Cases of Wine

- Promote your product or service by decorating your booth.
- Staff the booth the two days of the event and pour wine.
- Company acknowledged on the NEW Festival web site, the Novato Chamber web site and Festival Program.

* Any left over wine becomes property of the Chamber and is not returned

6. Wine Booth Sponsor (Winery) - Provide 12 Cases of Wine*

- Promote your product or service by decorating your booth.
- Staff the booth the two days of the event and pour wine.
- Company acknowledged on the NEW Festival web site, the Novato Chamber web site and Festival Program.
- The booth may be shared by multiple wineries if desired.

* Any left over wine is returned to you

7. Main Stage Beer Booth Sponsor - $1,500
7th Street Stage Beer Booth Sponsor - $1,250

- Positioned near Stage (heaviest traffic).
- Promote your product or service by decorating your booth.
- Staff the booth the two days of the event and pour beer.
- Company acknowledged on the NEW Festival web site, the Novato Chamber web site and Festival Program.

8. Beer Booth Sponsor - $1,000

- Promote your product or service by decorating your booth.
- Staff the booth the two days of the event and pour beer.
- Company acknowledged on the NEW Festival web site, the Novato Chamber web site and Festival Program.

9. Wine or Beer Glass Sponsor – $5,000-$6,000

- Company logo on the glass
- Glasses sold at all tickets booths.
- Company Logo on the NEW Festival web site, the Novato Chamber web site, poster and other advance promotional materials.
- Company Logo on large scale advertising in local print media.
- Company Logo and acknowledgement in Festival Program (15,000).
- Verbal acknowledgement of sponsorship throughout the festival.
- Acknowledgement in all press releases.
- Four wine or beer glasses and eight drink tickets.

10. T-Shirt Sponsor - $3,000

- Company Logo on the NEW Festival web site, the Novato Chamber web site, poster and other advance promotional materials.
- Company Logo on large scale advertising in local print media.
- Company Logo and acknowledgement in Festival Program (15,000).
- Verbal acknowledgement of sponsorship throughout the festival.
- Acknowledgement in all press releases.
- Two complimentary beer and wine glasses and four drink tickets.

11. Corporate Sponsor - $ 3,000

- Company Logo on the NEW Festival web site, the Novato Chamber web site, poster and other advance promotional materials.
- Company Logo on large scale advertising in local print media.
- Company Logo and acknowledgement in Festival Program (15,000).
- Verbal acknowledgement of sponsorship throughout the festival.
- Acknowledgement in all press releases.
- Two complimentary beer and wine glasses and eight drink tickets.

12. Children's Area Sponsor - $2,000

- Company-provided banner prominently displayed in the Children's Area.
- Verbal acknowledgement of sponsorship throughout the festival.
- Acknowledgement in all press releases.
- Company Logo on the NEW Festival web site, the Novato Chamber web site, poster and other advance promotional materials.

13. Commercial Sponsor - $1,500 (limit 10)

- 10' X 10' Booth Space.
- Promote your product or service by providing and decorating your booth. No onsite sales allowed.
- Staff the booth the two days of the event.
- Company acknowledged on the NEW Festival web site, the Novato Chamber web site and Festival Program.

14. General Participation Sponsor - $1,000

- Acknowledgement in all press releases.
- Company acknowledged on the NEW Festival web site, the Novato Chamber web site and Festival Program.

15. Custom Sponsor Package

A custom designed sponsorship with varied benefits depending on your level of contribution, and your business needs. Please submit a proposal to coy@novatochamber.com.



Novato Festival of Art, Wine and Music
Sponsor Benefits

Sponsor Exposure

- Sponsors are featured in press kits distributed throughout Northern California.
- Logos featured on the NEW Festival web site, the Novato Chamber web site and other advance promotional materials.
- Advertisement publications include San Francisco Chronicle, Marin Independent Journal, Press Democrat, Pacific Sun, Bohemian, SF Gate and Facebook, as well as Bay Area radio.

Festival Specifications:

- Venue is seven blocks long.
- Over 200 art, wine, food, vendor booths.
- 50-60 wines poured, 15-20 in Premium Wine Garden. Wine tasting and full pours offered in Premium.
- Large Children's Area draws many families.
- High caliber entertainment on two stages, one at each end of the venue.
- 200 volunteers work the Festival (recruited and trained by the Chamber).
- Ample parking.

Demographics:

- Approximately 90,000 attendees total. Estimated 55,000 on Saturday; 35,000 Sunday. Largest festival event in Marin County in the month of June.
- Approximately one third of attendees come from outside of Marin County.

Awards/Acknowledgements:

- The Bohemian's Best of the North Bay 2006 and 2008 award for Best of Culture.

Testimonials

"Thank you for having us.. We hope to be there again next year!!" -*Nancy Graeber, GraeberCreations, Artisan*

"We have attended the Novato Art and Wine Festival for many years with family and friends. We're always impressed by the fabulous music, excellent wine and beer selection and the fun activities for kids of all ages. It is the premiere festival to kick off the summer!" – *Dan and Kate M., Festival Patrons and Volunteers*

"Congrats on a successful festival: incredible entertainment; good food; unique, affordable art (of every kind)...and, then, there was the wine! ;-) Thanks for inviting us and our sister winery, Jacuzzi Wines." – *Cline Cellars, Wine Booth Sponsor*