



Sweet 16!
16TH ANNUAL
WATSONVILLE
*Strawberry
Festival*
AT MONTEREY BAY



A City of Watsonville Community Event

SPONSORSHIP OPPORTUNITIES

CUSTOMIZED SPONSORSHIP: The Strawberry Festival Committee will be delighted to custom design a highly visible sponsorship to specifically meet your marketing objectives. The opportunities are many. Please call for price quote on all sponsorship opportunities.

IN- KIND SPONSORSHIP: Products, services and labor are welcome additions to the Festival and greatly contribute to the success of the event. Your contributions will be recognized based on the value of the donation.

MAIN SPONSOR: This premier sponsorship will be the most visible supporter of the Festival and will be included in a comprehensive marketing program including:

- Name and logo in all promotional materials including newspaper, TV and Radio
- Name and logo incorporated in all banners and signage with the Strawberry Festival logo
- Special informational/promotion article in the newspaper regarding involvement in the Festival
- Active involvement with radio spots promoting the Festival
- Possible TV piece promoting the Festival with your company as the spokesperson
- Large name/logo in the Festival program
- Prominent area at the Festival for promotional purposes
- Opportunity to be an active participant during the Festival weekend
- Inclusion on the festival website with a link to your company

MAJOR SPONSOR: This sponsorship level will have great exposure as a Major Sponsor of the Festival including:

- Name or logo in all promotional materials including newspaper and TV
- Name or logo displayed on Strawberry Festival banners and signs
- Name or logo in the Festival program
- 10' x 10' area within the Festival for promotional purposes
- Inclusion on the Festival website with a link to your company
- Opportunity to be an active participant during the Festival weekend

MAIN STAGE SPONSOR: This sponsor will have their company's name and logo prominently displayed with a large banner on the Main Stage. Your sponsorship also includes:

- Opportunity for a company representative to actively participate with the announcing of acts during the Festival
- Opportunity for your company to have demonstrations or presentations from the Main Stage between acts
- Name or logo in materials promoting the Festival including our website
- Name or logo in the Festival program
- Announcement of Stage Sponsor from the stage during both days of the Festival

STRAWBERRY EATING COMPETITION SPONSOR: The Watsonville Strawberry Festival will again have 4 - 5 daily strawberry eating competitions in front of the main stage. Your sponsorship would include:

- Signage at the strawberry eating competition promoting you as the Sponsor
- Opportunity to be actively involved with the Strawberry Eating Competitions
- Name or logo in materials promoting the Festival including our website
- Name or logo in the Festival program
- Announcement of your sponsorship from the main stage during the Festival

STRAWBERRY NON-PROFIT FOOD SPONSOR: Your company can sponsor a non-profit group or organization. You will also provide this non-profit with the necessary items for sale, allowing them to sell strawberry food items and retaining all profits for their group. Your Sponsorship also includes:

- A 10' x 10' covered booth at the Festival for your non-profit
- A 10' x 10' space and covered booth at the Festival for you
- Signage on the Non-Profit Food booth announcing your sponsorship of the non-profit
- Name or logo in materials promoting the Festival
- Name or logo in the Festival program

PARTICIPATING SPONSOR: Local companies can become an active Sponsor with a location at the Festival to promote your company's products or services. Your Sponsorship would also include:

- 10' x 10' space for promotional purposes
- Name or logo in materials promoting the Festival
- Name or logo in the Festival program
- Opportunity to sell products or services. (must be approved)

FRIEND OF THE FESTIVAL SPONSOR: Businesses and individuals who are interested in supporting the Festival with minimal involvement will be acknowledged with:

- Inclusion in the Festival program
- Special signage at the Festival thanking you for the donation
- Acknowledgment from the Main Stage each day
- Where possible, inclusion in materials promoting the Festival

Yes! We want to lend our support to the Watsonville Strawberry Festival on July 31-August 1, 2010

We pledge \$_____ for the following sponsorship opportunity.

Business Name: _____

Contact Person: _____

Mailing Address: _____

City _____ State _____ Zip _____

Telephone: _____ Fax: _____

E-mail Address _____

THANK YOU!

Your sponsorship will ensure the success of the Watsonville Strawberry Festival Monterey Bay.

Please make check payable to: City of Watsonville

Mail your check to:

Attention: Doug Mattos
City of Watsonville
P.O. Box 50000
Watsonville, CA. 95076

For further information:

Doug Mattos
(831) 768-3400
(831) 728-9036 FAX
e-mail: events@ci.watsonville.ca.us

Website: www.mbsf.com