



Laguna Beach Chamber of Commerce

## The Taste of Laguna Food & Music Festival

Presented by TBA

Thursday, October 5, 2023

### PRESENTING SPONSOR - \$20,000 (limit 1)

- **Designation as “Presenting Sponsor”**
- **Opportunity to speak on stage at event between band sets**
- **Top billing on all event marketing materials pre/post-event, including print, digital, radio:**
  - *“Taste of Laguna”, Presented by (Your Company)*, sponsor's name becomes part of event title
  - Your logo on front cover of program & full-page ad in digital program
  - Social media cross-promotion
  - Prominent logo on LBCC online event calendar listing (650+ searches daily avg)
  - Prominent company logo on event invitations, promotional emails, event website
  - Full-screen logo placement in TV spot airing through Cox Cable (Deadline July 28, 2023)
  - Featured in the Chamber's Tuesday Tip-Off, with logo and link to your site (9,000+ subscribers)
  - Top-level logo prominently featured on all on-site event banners and signage
- **10 VIP passes to “Taste of Laguna” (VIP tickets include early entry at 5:00 pm, two drink tickets per pass, special VIP area)**
- **Opportunity to provide branded items for VIP swag bag**
- **10' X 20' premier double exhibit space, built-in display, hard-top bar (By Request)**



### Premier Sponsor \$10,000 (limit 1)

- **Opportunity to speak on stage at event between band sets**
- **Second-tier logo on all event marketing materials pre/post-event, including print, digital, radio:**
  - Full-page, 4-color advertisement in digital event program (Deadline Sept. 27, 2023)
  - Social media cross-promotion
  - Prominent logo on LBCC online event calendar listing (650+ searches daily avg)
  - Prominent company logo on event invitations, promotional emails, event website
  - Logo placement in TV spot airing through Cox Cable (Deadline July 28, 2023)
  - Logo featured in the Chamber's Tuesday Tip-Off newsletter (9,000+ subscribers)
  - Top-level logo prominently featured on all on-site event banners and signage
- **10 VIP passes to "Taste of Laguna" (VIP tickets include early entry at 5:00 pm, two drink tickets per pass, special VIP area)**
- **Opportunity to provide branded items for VIP swag bag**
- **10' x 10' exhibit booth space or 10' x 20' premier double exhibit space (3 hard-top, built-in booths available for restaurants only, premier spaces are on a first come first served basis)**

### Signature Car Sponsor \$7,500 (limit 1) (SOLD)

- **Vehicle display onsite festival grounds**
- **Opportunity to speak on stage at event between band sets**
- **Second-tier logo on all event marketing materials pre/post-event, including print, digital, radio:**
  - Full-page, 4-color advertisement in digital event program (Deadline Sept. 27, 2023)
  - Social media cross-promotion
  - Prominent logo on LBCC online event calendar listing (650+ searches daily avg)
  - Prominent company logo on event invitations, promotional emails, event website
  - Logo placement in TV spot airing through Cox Cable (Deadline July 28, 2023)
  - Logo featured in the Chamber's Tuesday Tip-Off newsletter (9,000+ subscribers)
  - Top-level logo prominently featured on all on-site event banners and signage
- **8 VIP passes to "Taste of Laguna" (VIP tickets include early entry at 5:00 pm, two drink tickets per pass, special VIP area)**
- **Opportunity to provide branded items for VIP swag bag**
- **10' X 20' premier double exhibit booth space**



### Entertainment Sponsor - \$5,000 (limit 1) (SOLD)

- **Logo/branding displayed in the most prominent and visible location on the stage**
- **Opportunity to speak on stage at event between band sets**
- **Third-tier logo on all event marketing materials pre/post-event, including print, digital, radio:**
  - Full-page, 4-color advertisement in digital event program (Deadline Sept. 27, 2023)
  - Social media cross-promotion
  - logo on LBC online event calendar listing (650+ searches daily avg)
  - company logo on event invitations, promotional emails, event website
  - Logo placement in TV spot airing through Cox Cable pre-event (Deadline July 28, 2023)
  - Logo displayed in the Chamber's Tuesday Tip-Off newsletter (9,000+ subscribers)
  - Logo displayed on on-site event banners and signage
- **6 VIP Tickets to "Taste of Laguna" (VIP tickets include early entry at 5:00 pm, two drink tickets per pass, special VIP area)**
- **Opportunity to provide branded items for VIP swag bag**
- **10' x 10' standard exhibit booth space with tables, chairs (By Request) (3 hard-top, built-in booths available for restaurants only, premier spaces are on a first come first served basis)**

### VIP Area Sponsor \$5,000 (limit 1) (SOLD)

- **Logo displayed prominently in VIP area**
- **Logo placement on VIP event wristbands**
- **Third-tier logo on all event marketing materials pre/post-event, including print, digital, radio:**
  - Full-page, 4-color advertisement in digital event program (Deadline Sept. 27, 2023)
  - Social media cross-promotion
  - Logo on LBC online event calendar listing (650+ searches daily avg)
  - Company logo on event invitations, promotional emails, event website
  - Logo placement in TV spot airing through Cox Cable pre-event (Deadline July 28, 2023)
  - Logo displayed in the Chamber's Tuesday Tip-Off newsletter (9,000+ subscribers)
  - Logo displayed on on-site event banners and signage
- **6 VIP Tickets to "Taste of Laguna" (VIP tickets include early entry at 5:00 pm, two drink tickets per pass, special VIP area)**
- **Opportunity to provide branded items for VIP swag bag**
- **10' x 10' standard exhibit booth space with tables, chairs (By Request) (3 hard-top, built-in booths available for restaurants only, premier spaces are on a first come first served basis)**



### Swag Bag Sponsor \$5,000 (limit 1) (SOLD)

- **Logo printed on one side of VIP swag bags**
- **Third-tier logo on all event marketing materials pre/post-event, including print, digital, radio:**
  - Full-page, 4-color advertisement in digital event program (Deadline Sept. 27, 2023)
  - Social media cross-promotion
  - Logo on LBCC online event calendar listing (650+ searches daily avg)
  - Company logo on event invitations, promotional emails, event website
  - Logo placement in TV spot airing through Cox Cable pre-event (Deadline July 28, 2023)
  - Logo displayed in the Chamber's Tuesday Tip-Off newsletter (9,000+ subscribers)
  - Logo displayed on on-site event banners and signage
- **6 VIP Tickets to "Taste of Laguna" (VIP tickets include early entry at 5:00 pm, two drink tickets per pass, special VIP area)**
- **Opportunity to provide branded items for VIP swag bag**
- **10' x 10' standard exhibit booth space with tables, chairs (By Request) (3 hard-top, built-in booths available for restaurants only, premier spaces are on a first come first served basis)**

### Partner Sponsor \$3,000

- **Fourth-tier logo on event marketing material pre/post-event, including print, digital, radio:**
  - Half-page, 4-color advertisement in digital event program (Deadline Sept. 27, 2023)
  - Social media cross-promotion
  - Logo on LBCC online event calendar listing (650+ searches daily avg)
  - Company logo on event invitations, promotional emails, online calendar event listing
  - Company mentions on KX FM Live
  - Logo placement in TV spot airing through Cox Cable pre-event (Deadline July 28, 2023)
  - Logo displayed in the Chamber's Tuesday Tip-Off newsletter (9,000+ subscribers)
  - Logo displayed on on-site event banners and signage
- **4 VIP Tickets to "Taste of Laguna" (VIP tickets include early entry at 5:00 pm, two drink tickets per pass, special VIP area)**
- **Opportunity to provide branded items for VIP swag bag**
- **10' x 10' standard exhibit booth space with tables, chairs (By Request) (3 hard-top, built-in booths available for restaurants only, premier spaces are on a first come first served basis) (SOLD)**



### Photo Bus Sponsor \$3,000 (limit 1)

- **Logo on bus signage and on every photo strip printed**
- **Fourth-tier logo on event marketing material pre/post-event, including print, digital, radio:**
  - Half-page, 4-color advertisement in digital event program (Deadline Sept. 27, 2023)
  - Social media cross-promotion
  - Logo on LBCC online event calendar listing (650+ searches daily avg)
  - Company logo on event invitations, promotional emails, online calendar event listing
  - Logo placement in TV spot airing through Cox Cable pre-event (Deadline July 28, 2023)
  - Logo displayed in the Chamber's Tuesday Tip-Off newsletter (9,000+ subscribers)
  - Logo displayed on on-site event banners and signage
- **2 VIP Tickets to "Taste of Laguna" (VIP tickets include early entry at 5:00 pm, two drink tickets per pass, special VIP area)**
- **Opportunity to provide branded items for VIP swag bag**
- **10' x 10' standard exhibit booth space with tables, chairs (By Request)**

### Display Design Sponsor \$2,000

- **Wall display onsite festival grounds**
- **Opportunity to have a photo backdrop wall to display your brand**
- **Fourth-tier logo on event marketing material pre/post-event, including print, digital, radio:**
  - Half-page, 4-color advertisement in digital event program (Deadline Sept. 27, 2023)
  - Social media cross-promotion
  - Logo on LBCC online event calendar listing (650+ searches daily avg)
  - Company logo on event invitations, promotional emails, online calendar event listing
  - Logo placement in TV spot airing through Cox Cable pre-event (Deadline July 28, 2023)
  - Logo displayed in the Chamber's Tuesday Tip-Off newsletter (9,000+ subscribers)
  - Logo displayed on on-site event banners and signage
- **2 VIP Tickets to "Taste of Laguna" (VIP tickets include early entry at 5:00 pm, two drink tickets per pass, special VIP area)**
- **Opportunity to provide branded items for VIP swag bag**
- **10' x 10' standard exhibit booth space with tables, chairs (By Request)**



## Supporter Sponsor \$1,000

- **Fourth-tier logo on event marketing material pre/post-event, including print, digital, radio:**
  - Quarter-page, 4-color advertisement in digital event program (Deadline Sept. 27, 2023)
  - Company logo on event invitations, promotional emails, online calendar event listing
  - Logo placement in TV spot airing through Cox Cable pre-event (Deadline July 28, 2023)
  - Logo displayed in the Chamber's Tuesday Tip-Off newsletter (9,000+ subscribers)
  - Logo displayed on on-site event banners and signage
- **2 VIP Tickets to "Taste of Laguna" (VIP tickets include early entry at 5:00 pm, two drink tickets per pass, special VIP area)**
- **Opportunity to provide branded items for VIP swag bag**
- **10' x 10' standard exhibit booth space with tables, chairs (By Request)**

## Program Ads:

**Premier Ad Space Full Page: \$350 (three available)**

**Full Page Ad: \$200**

**Half Page Ad: \$125**

**Quarter Page Ad: \$75**

Ad purchase deadline is Wednesday, September 20<sup>th</sup>

Ad artwork must be submitted by Wednesday, September 27<sup>th</sup>

## Tickets:

- **Single VIP: \$180 (VIP tickets include early entry at 5:00 pm, two drink tickets per pass, special VIP area)**
- **Single GA: \$100**

**Non-Hospitality Chamber Member: \$200 exhibitor fee**



## TASTE OF LAGUNA 2023 SPONSORSHIP AGREEMENT

This sponsorship agreement has been entered into as of \_\_\_/\_\_\_/\_\_\_ between the following entities, \_\_\_\_\_(sponsor) and the Laguna Beach Chamber of Commerce. This document is a legally binding sponsorship agreement between the above-listed parties.

\_\_\_\_\_(sponsor) grants the Laguna Beach Chamber of Commerce the right to use their intellectual property in promoting the event, including logos and other brand trademarks. Sponsor locations are reserved on a first-come, first-served basis(i.e. vendor location, custom branding opportunities).

If the nature of the purchased sponsorship package must be changed for any reason, the Laguna Beach Chamber of Commerce agrees to notify the Sponsor in writing.

Sponsorship Level: \_\_\_\_\_

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Representative Name & Title

\_\_\_\_\_  
E-mail Address Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Credit Card # CVV Exp Date Billing Zip

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Scan and Submit Agreement to: Erin Slattery, *President/CEO*  
[erin@lagunabeachchamber.org](mailto:erin@lagunabeachchamber.org)

Make checks payable to: Laguna Beach Chamber of Commerce



# AUCTION DONATION FORM

*Thank you for supporting the Laguna Beach Chamber of Commerce!*

## Taste of Laguna Food & Music Festival

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Donation Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Special Instructions/Restrictions: \_\_\_\_\_  
\_\_\_\_\_

*Laguna Beach Chamber of Commerce is a 501 c (6) non-profit organization Tax ID#: 95-0918918*

Estimated Value: \$ \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please Check One:     Donation Enclosed     To Be Delivered  
                               To Be Picked Up         Please Create Certificate

Please send this form to:  
357 Glenneyre St.  
Laguna Beach, CA 92651  
Phone: (949) 494-1018  
Or scan and e-mail to [director@lagunabeachchamber.org](mailto:director@lagunabeachchamber.org)