



**Taste what the Sierra Nevadas have to offer...**

**Bijou Community Park**

**South Lake Tahoe, CA**

**Sunday, August 31, 1pm-5pm**



**Sample the Sierra aims to increase awareness of our region's bounty, heritage, culture and activities**

**SPONSORSHIP OPPORTUNITIES**

Why become a sponsor?

- Gain distinction by affiliating your brand with an event targeting food and wine enthusiasts
- Broaden the region's awareness of your services and products
- Reinforce loyalty with current relationships
- Find new, quality partners from the Sierra Nevada region
- Gain national media exposure

In 2013 Sample the Sierra had:

- \*Over 8 million media impressions
- \*Listings on 75+ websites
- \*300+ social media postings
- \*800+ TV & radio Spots
- \*Print ads in 25 publications
- \*300K+ impressions generated from targeted email blast and social media campaign
- \*2MM+ impressions generated from LTVA Digital Summer Media Campaign

**Studies show that consumers are more likely to switch to a Sponsor's brand that supports a local event or cause. Here are some statistics of the customer you are likely to gain from this event:**

*Event attendees are 21-60 years old. 39% of guests will stay overnight while 31% of guests are local to the area. Visiting guests will spend an average of \$900 during their average 3 night stay in Tahoe (party of two).*

**...What else can you ask for?**



# ... You can ask for all this and more!

## **Festival Wine Glass Sponsor ..... \$3500**

### **Exclusive Sponsorship**

- Logo featured on festival wine tasting glass distributed to over 1500 attendees
- Logo featured on festival signage, posters and collateral
- Logo and link to your website featured on SampletheSierra.com and TahoeChamber.org
- Logo in all Sample the Sierra print ads
- Inclusion in Sample the Sierra television ads
- Inclusion in Sample the Sierra radio ads and interviews
- Featured article on the Sample the Sierra Blog
- Social media recognition (Facebook & Twitter)
- Inclusion in Sample the Sierra event press releases
- Inclusion in Sample the Sierra media promotions
- Emcee recognition during festival
- Premier banner placement and booth location at event
- Admission for 14 food & beverage tasting
- Banner ad on TahoeChamber.org home page (6 months)

## **Festival Napkins Sponsor ..... \$2500**

- Logo featured on festival napkins distributed to over 1500 attendees
- Logo featured on Festival signage, posters, and collateral
- Logo and link to your website featured on SampletheSierra.com and TahoeChamber.org
- Logo in all Sample the Sierra print ads
- Logo in Sample the Sierra e-mail blasts
- Social media recognition (Facebook & Twitter)
- Rotating mention in Sample the Sierra radio interviews
- Inclusion in Sample the Sierra event press releases
- Inclusion in Sample the Sierra media promotions
- Emcee recognition during festival
- Premier banner placement and booth location at event
- Admission for 10 food and beverage tasting
- Banner ad featured on TahoeChamber.org (3 months)

## **Main Stage Sponsor.....\$1000**

- Logo featured on main stage signage at festival
- Logo featured on festival posters and collateral
- Logo and link on SampletheSierra.com
- Logo in Sample the Sierra print ads
- Logo in Sample the Sierra e-mail blasts
- Inclusion in Sample the Sierra event press releases
- Social media recognition (Facebook & Twitter)
- Premier booth placement at event
- Emcee recognition during the festival
- Admission for 6 food & beverage tasting

## **Sierra Chefs Challenge Sponsor ..... \$700**

- Logo featured on Sierra Chef Challenge collateral and banners
- Logo featured on festival collateral
- Logo and link featured on SampletheSierra.com
- Featured article on Sample the Sierra Blog
- Social media recognition (Facebook & Twitter)
- Inclusion in Sample the Sierra event press releases
- Emcee recognition during the festival
- One judge position Sierra Chef judging panel
- Admission for 4 food & beverage tasting

## **Sierra Stage Sponsor .....\$500**

- Logo featured on Sierra Stage signage at festival
- Logo featured on festival collateral
- Logo and link featured on SampletheSierra.com
- Social media recognition (Facebook & Twitter)
- Inclusion in Sample the Sierra event press releases
- Emcee recognition during the festival
- Admission for 4 food & beverage tasting

## **Sustenance Sponsor .....\$350**

*Sponsorship monies to be used to help purchase local produce/products to help subsidize cost for participating vendors*

- Logo featured on specific food booth of your choice during the festival
- Logo and link featured on SampletheSierra.com
- Social Media recognition (Facebook & Twitter)
- Admission for 2 food & beverage tasting



**A Farm to Fork Festival  
celebrating the  
Sierra Nevada Region**



**Sunday, August 31 12-5pm**

**Bijou Community Park  
South Lake Tahoe, CA**

**A Farm to Fork Festival  
celebrating the  
Sierra Nevada Region**

## **SPONSORSHIP CONFIRMATION**

Organization: \_\_\_\_\_

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

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

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

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

| <b>Please check one</b>                                 | <b>Amount</b> |
|---|---------------|
| <input type="checkbox"/> Festival Wine Glass Sponsor    | \$3500        |
| <input type="checkbox"/> Festival Napkin Sponsor        | \$2500        |
| <input type="checkbox"/> Main Stage Sponsor             | \$1000        |
| <input type="checkbox"/> Sierra Chefs Challenge Sponsor | \$750         |
| <input type="checkbox"/> Sierra Stage Sponsor           | \$500         |
| <input type="checkbox"/> Sustenance Sponsor             | \$350         |

**Thank You!**

Please FAX completed form to

Tahoe Chamber: (775) 588-1941

Or email to: [Emily@TahoeChamber.org](mailto:Emily@TahoeChamber.org)

*You will receive an invoice within the next few weeks.*