



Sample what the Sierra Nevada has to offer...

Bijou Community Park

South Lake Tahoe, CA

Saturday September 15

12pm-5pm



SPONSORSHIP OPPORTUNITIES

Why sign up to be a Sample the Sierra Sponsor? Showcase your business to more than 1,500 event attendees.

Reinforce loyalty with current relationships and find new quality business partners from the Sierra Nevada region.

Gain national media exposure from renowned publications such as Huffington Post, CNN Travel, and the LA Times.

In 2016 Sample the Sierra generated over 6 million media impressions valued at **\$542,474** including:

- 3.4M impressions generated by online advertising and content
- 263K impressions generated by Tahoe South's digital outdoor campaign
- 303K impressions generated by print advertising and content
- 208K impressions generated by social media
- 1.9M impression generated by radio ads and content

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)

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

...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
- Premium banner placement and booth location at event
- Admission for 16 food & beverage tasting
- Banner ad on TahoeChamber.org home page (6 months)

Festival Napkins Sponsor \$2500

Only two available

- 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
- Premier banner placement and booth location at event
- Admission for 12 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
- Admission for 8 food & beverage tasting
- Banner ad on TahoeChamber.org home page (1 month)

Sierra Stage Sponsor \$750

- Logo featured on Sierra Stage collateral and banners
- 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
- Premier booth placement at event
- Admission for 6 food & beverage tasting

Sierra Chef Challenge Sponsor..... \$500

- Logo featured on Sierra Chef Challenge collateral and banners
- 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
- One judge position on Sierra Chef judging panel
- Admission for 4 food & beverage tasting

Sustenance Sponsor \$350

Sponsorship monies to be use 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**



**Saturday, September 15th
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: _____

Please check one	Amount
<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 Stage Sponsor	\$750
<input type="checkbox"/> Sierra Chef Challenge 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

You will receive an invoice within the next few weeks.