



*Sample all that the Sierra Nevada region has to offer...*

**Bijou Community Park**

**South Lake Tahoe, CA**

**Saturday, September 14, 12pm-5pm**



**VENDOR OPPORTUNITIES**

*Why sign up to be a Sample the Sierra Sponsor?*

- Showcase your business to more than 1,600 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, the LA Times, the NY Times and Washington Post.

*In 2018 Sample the Sierra generated over 7.7 million media impressions:*

- 6M impressions generated by online advertising and content
- 1.5M impressions generated by print advertising and content
- 200K impressions generated by social media promotion
- 31K impressions generated by digital influencer promotion

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:

- 93% of guests will visit a participating restaurant after attending the festival
- 77% of guests will visit a participating winery/brewery after attending the festival
- Overnight visitors spend an average of \$515 during their 3 night stay
- 49% of guests are visitors to the area

*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 14th  
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 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](mailto:Emily@TahoeChamber.org)

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