



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



**Bijou Community Park
South Lake Tahoe, CA
Saturday, September 12, 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 2019 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 Sponsor \$5,000

Exclusive Sponsorship

- Logo featured on festival wine tasting glass distributed to over 1,600 attendees
- Logo featured on festival tasting plate distributed to over 1,600 attendees
- Ability to distribute collateral to over 1,600 attendees as they check in to the event
- 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 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 booth location at the event
- Premium banner placement at the event
- Admission for 16 food & beverage tasting
- Banner ad on TahoeChamber.org home page (6 months)

Pantry Sponsor \$3,000

Exclusive Sponsorship

- Logo featured on festival tasting plate distributed to over 1,600 attendees
- Ability to distribute collateral to over 1,600 attendees as they check in to the event
- Logo featured on Festival signage, posters, and collateral
- Logo and link to your website featured on SampletheSierra.com and TahoeChamber.org
- Logo and link featured on Sierra Chef Challenge page of SampletheSierra.com
- Logo in all Sample the Sierra print ads
- Logo in Sample the Sierra e-mail blasts
- Social media recognition (Facebook & Twitter)
- Inclusion in Sample the Sierra event press releases
- Inclusion in Sample the Sierra media promotions
- Premier booth location at the event
- Premier banner placement at the event
- Admission for 12 food and beverage tasting
- Banner ad featured on TahoeChamber.org (3 months)

Napkin Sponsor \$2,500

Only three available

- Logo featured on festival napkins distributed to over 1,600 attendees at over 20 participating restaurant booths
- 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)
- Inclusion in Sample the Sierra event press releases
- Inclusion in Sample the Sierra media promotions
- Premier booth location at the event
- Premier banner placement at the event
- Admission for 10 food and beverage tasting
- Banner ad featured on TahoeChamber.org (3 months)
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Main Stage Sponsor \$1,000

Only three available

- 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 the event
- Admission for 8 food & beverage tasting
- Banner ad on TahoeChamber.org home page (1 month)

Sierra Stage Sponsor \$800

Only five available

- 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 the event
- Admission for 6 food & beverage tasting

Sierra Chef Challenge Sponsor \$600

Only five available

- Logo featured on Sierra Chef Challenge collateral and banners
- Logo featured on festival collateral
- Logo and link featured on SampletheSierra.com
- Logo and link featured on Sierra Chef Challenge page of SampletheSierra.com
- Social media recognition (Facebook & Twitter)
- One judge position on Sierra Chef judging panel
- Admission for 4 food & beverage tasting

Sustenance Sponsor \$400

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 12th
 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 Sponsor	\$5,000
<input type="checkbox"/> Pantry Sponsor	\$3,000
<input type="checkbox"/> Napkin Sponsor	\$2,500
<input type="checkbox"/> Main Stage Sponsor	\$1000
<input type="checkbox"/> Sierra Stage Sponsor	\$800
<input type="checkbox"/> Sierra Chef Challenge Sponsor	\$600
<input type="checkbox"/> Sustenance Sponsor	\$400

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.