



Sample all that the Sierra Nevada region has to offer September 10-20

- * Farm-to-Fork Restaurant Week
- * Virtual Tasting Experiences
- * Annual Sierra Chef Challenge
- * Makers Market

SPONSORSHIP OPPORTUNITIES

Why sign up to be a Sample the Sierra Sponsor?

- Showcase your business to more than festival fans.
- 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 (SOLD)

Exclusive Sponsorship

- Ability to show an :30 ad during the Sierra Chef Challenge (to be aired on Sept. 12)
- Ability to feature an ad in the Makers Market online shopping event
- Logo featured on festival signage, posters and collateral (including restaurant menus during farm-to fork restaurant week)
- Logo and link to your website featured on SampletheSierra.com and TahoeChamber.org
- Logo on all Sample the Sierra print ads
- Logo on all Sample the Sierra e-mail blasts
- Sponsorship mention in Sample the Sierra television and radio interviews
- Featured article on the Sample the Sierra Blog
- Featured article in Tahoe Chamber Weekly enews
- Social media recognition (Facebook, Instagram, and Twitter)
- Inclusion in Sample the Sierra event press releases
- Inclusion in Sample the Sierra media promotions
- Banner ad on TahoeChamber.org home page (6 months)
- Banner ad on SampletheSierra.com home page (6 months)

Pantry Sponsor\$3,000

Exclusive Sponsorship

- Ability to show an :30 ad during the Sierra Chef Challenge (to be aired on Sept. 12)
- Ability to feature an ad in the Makers Market online shopping event
- Logo featured on festival signage, posters and collateral (including restaurant menus during farm-to fork restaurant week)
- Logo and link to your website featured on SampletheSierra.com and TahoeChamber.org
- Logo on all Sample the Sierra print ads
- Logo on all Sample the Sierra e-mail blasts
- Sponsorship mention in Sample the Sierra television and radio interviews
- Featured article on the Sample the Sierra Blog
- Featured article in Tahoe Chamber Weekly enews
- Social media recognition (Facebook, Instagram, and Twitter)
- Inclusion in Sample the Sierra event press releases
- Inclusion in Sample the Sierra media promotions
- Banner ad on TahoeChamber.org home page (3 months)
- Banner ad on SampletheSierra.com Sierra Chef Challenge page (3 months)

Sierra Nevada Sponsor.....\$2,500

Only three available

- Ability to show an :30 ad during the Sierra Chef Challenge (to be aired on Sept. 12)
- Logo featured on festival signage, posters and collateral (including restaurant menus during farm-to fork restaurant week)
- Logo and link to your website featured on SampletheSierra.com and TahoeChamber.org
- Logo in all Sample the Sierra print ads
- Logo on all Sample the Sierra e-mail blasts
- Sponsorship mention in Sample the Sierra television and radio interviews
- Featured article on the Sample the Sierra Blog
- Social media recognition (Facebook, Instagram, and Twitter)
- Inclusion in Sample the Sierra event press releases
- Inclusion in Sample the Sierra media promotions
- Banner ad on TahoeChamber.org home page (3 months)
- Banner ad on SampletheSierra.com home page (3 months)

Main Stage Sponsor \$1,000

Only three available

- Logo and mention featured during an Instagram live performance
- 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)
- Banner ad on TahoeChamber.org home page (2 month)
- Banner ad on SampletheSierra.com line up page (3 months)

Sierra Stage Sponsor.....\$800

Only five available

- Logo featured on Sierra Stage collateral and banners to be featured in the Sierra Chef Challenge
- Logo featured on festival collateral
- Logo and link featured on SampletheSierra.com
- Social media recognition (Facebook, Instagram & Twitter)
- Inclusion in Sample the Sierra event press releases

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, Instagram & Twitter)
- One judge position on Sierra Chef judging panel

Sustenance Sponsor\$400

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

- Logo featured on a specific restaurant menu of your choice during Farm-to-Fork Restaurant Week.
- Logo and link featured on SampletheSierra.com
- Social Media recognition (Facebook, Instagram & Twitter)



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.