

First Weekend in October

Elk Grove Regional Park
10 am - 5 pm

Presented by



Cosumnes Community Services District
Parks and Recreation Department

8820 Elk Grove Boulevard
Elk Grove, California 95624

916.405.5300 • www.yourcsd.com

2009 Business – Sponsor Application Deadline - September 11, 2009

BUSINESS INFORMATION – PLEASE FILL OUT COMPLETELY – PRINT OR TYPE

Business Name:	Business Phone:
Contact Person:	Alternate Phone:
Address:	Fax:
City, State, Zip:	Email:
Web address	Resale # (if selling products)

LIST ALL ITEMS BELOW THAT YOU WISH TO SELL OR EXHIBIT AND ANY ACTIVITY YOU WILL BE PROVIDING TO FESTIVAL GUEST.

I have read the regulations included with this application and agree to comply with the conditions set forth.

Signature: _____

Date _____

In 2008, the Festival attracted an estimated 35,000 potential business customers. Increase your exposure with our family audience by investing through cash or n-kind contributions. Each business partnership is unique and customizable.

Benefits are provided at the following Sponsor levels:

Sponsor Benefits	25,000	15,000	10,000	7,500	5,000	2,500	1,500	750
Inflatable at Entry	■							
Entry Fencing Banner	■							
Event Survey Database Access	■							
* Friday Night Pumpkin Preview Party	■							
* Logo incorporated into Way-finding	■							
* Use of Laguna Town Hall or EG Park Pavilion Reception Hall	■							
* Giant Pumpkin Exhibit	■							
* Stage (2) or Golf Cart Sponsor (2) or Pumpkin Weigh-Off (1)	■	■						
Decorative Stage Signage	■	■	■	■				
Decorative Entry Signage	■	■	■	■				
LOGO on T-shirts	■	■	■	■				
LOGO link on Website	■	■	■					
LOGO on Website	■	■	■	■	■			
LOGO in Program	■	■	■	■	■			
LOGO in - Winter Spring Activity Guide	■	■	■	■	■			
LOGO on Flyers	■	■	■	■	■			
Stage Recognition (Named by Emcee)	■	■	■	■	■	■		
Banner at Booth	■	■	■	■	■	■	■	■
Sac Bee Ads	■	■						
Cross Promotional Opportunity	■	■						
Produce Contest or Scarecrow Contest (2)			■					
* Prize Presenter	■	■	■					
VIPs Pack (Parking pass, T-Shirt Coupon, Hospitality pass)	■	■	■	■	■	■	■	■
Corner Booth or 10 x 20 Provided + table and chairs	■	■	■	■				
Commercial Booth 10 x 10 Provided + table and chairs					■	■	■	
Commercial Booth Space Only 10 X 10								■
Name in Program						■	■	■
Name in Activity Guide						■		
Name on Website						■		
Name on Flyers						■	■	

* Cash Sponsor Benefit Only

Custom Sponsorships Available

General Information

In 2008, the Giant Pumpkin Festival of Elk Grove welcomed an estimated 35,000 guests over its two days. The Festival draws attendance from through the greater Sacramento region and additional visitors and pumpkin growers from throughout the state.

Festival Hours

The Festival operates 10 am to 5 pm both Saturday and Sunday.

Location

Elk Grove Regional Park, 9950 Elk Grove-Florin Road, Elk Grove, CA 95624

BUSINESS – SPONSOR BOOTH SPECIFICATIONS & FEES

This application is for (check one only):

___ \$750 ___ \$1500 ___ \$2500 ___ \$5000 ___ \$7500 ___ \$10,000 ___ \$15,000 ___ \$25,000

BOOTH FEES

You must buy enough space to fully accommodate your display booth.
Space is sold in 10' x 10' increments.

Business – Sponsor Booth

Sponsors at \$1500 or above are provided a tent, table and chairs. \$750 Sponsors are required to supply there own tents, tables, and chairs.

Business – Sponsor Booth

10' x 10' space _____	x \$750	\$ _____
10' x 10' space _____	x \$1,500	\$ _____
10 x 10 space _____	x \$2,500	\$ _____
10 x 10 space _____	x \$5,000	\$ _____
10 x 20 space _____	x \$7,500	\$ _____
10 x 20 space _____	x \$10,000	\$ _____
10 x 20 space _____	x \$15,000	\$ _____
10 x 20 space _____	x \$25,000	\$ _____

Electrical Service

The Festival provides limited electrical supply. Outside generators are not permitted.

20 AMPS (110 volts) x \$ 100
50 AMPS (220 volts) x \$ 150 \$ _____

Please list all appliances or items that will need electricity:

Total Booth Fees \$ _____

Business-Sponsor Booth

Definitions: Vendors in this category are defined as retail **businesses that operate a storefront location that offers tangible products or services for purchase.**

Service businesses that do not have a storefront or a product that can be exchanged on the Festival site will only be considered as a Festival sponsor (see Sponsor application for details). The Festival reserves the right to admit duplicate businesses based on Festival needs and size. Exclusivity may be extended at the Festival's discretion.

Please Read Carefully:

- Payment is due at time of application. If business -sponsor is not accepted into the event, payment will be refunded within 2-3 weeks after deadline.
- A limited number of business sponsors in any category will be accepted into the festival. Decisions are based on, but not limited to, history, level of investment, payment and date of paperwork received.
- Accepted business sponsors will receive a confirmation packet the week of September 22, 2009.
- The Giant Pumpkin Festival of Elk Grove is a rain or shine event. There are no refunds due to inclement weather.
- Booths sizes are 10'x10' and situated on the grass. Business sponsors at the \$750 level, are required to supply their own tents, tables, and chairs (no generators are allowed). Location of your booth is not guaranteed and is at the discretion of festival management.
- Business-sponsors can only sell or hand out information from their assigned space, no walking the grounds to sell merchandise or hand out fliers.
- Business-sponsors are prohibited from selling any type of food or drinks.
- All fire codes, laws, ordinances, and regulations pertinent to health, fire prevention, and public safety shall be strictly obeyed.
- Business-sponsors selling any products are responsible for acquiring a seller's permit through the California State Board of Equalization; a copy of permit must be submitted with application and must be posted at your booth. Business-sponsors are responsible for submitting their own resale taxes.
- Business-sponsors agree to allow the CSD to take photos of your booth and product during the Event, for no additional compensation. Photos taken of your product/booth may be used in CSD promotions.
- Business sponsors/staff/employees/agents will comply with all policies. Failure to comply can result in expulsion from event without a refund.

Non-Transferable

This application is not assignable or transferable without the express written consent of the CSD.

Independent Contractor

Business sponsors shall perform all services required under this application as an independent contractor of the CSD and shall remain, at all times as to the CSD, a wholly independent contractor with only such obligations as are required under this application. Neither Business sponsors, nor any of its employees, shall be considered an employee of the CSD.

Indemnification

Business sponsors shall defend, indemnify and hold harmless the CSD and the CSD's trustees, officers, employees and agents, from and against any and all claims, actions, liability, damage, loss or obligations, including all costs, demands, expenses, expert fees and costs, and attorney's fees arising out of Business sponsors' activities pursuant to this application, including by way of illustration and not limitation, the following: (a) any injury to or death of any person or damage to or destruction of any property occurring in or on Business sponsors equipment, or any part therefore; (b) any default by Business sponsors in the observance or performance of any of the terms, covenants, or conditions of this application ; or (c) the use, occupancy, or condition of Business sponsors equipment or activities therein.

APPLICATION CHECKLIST

Make sure your application is complete and includes the following items:

- Completed application
- Signed and dated Page 1
- All required fees – Page 3
- Copy of Seller's permit (If selling products)
- Mail or deliver pages 1 & 3

Completed applications and payment must be submitted to:

Giant Pumpkin Festival of Elk Grove
C/o Cosumnes Community Services District, Parks and Recreation Department
8820 Elk Grove Blvd., Suite 3
Elk Grove, CA 95624
ATTN: Anna E. Hooper, Sponsorship Coordinator II

