



MORGAN HILL  
**MUSHROOM**  
*Mardi Gras*

*A Non-Profit Organization*

**31st Annual**

*May 29-30, 2010*

# Sponsorship Packet



**PREPARED BY:**

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# SPONSORSHIP OVERVIEW

## 31st Annual Mushroom Mardi Gras Festival

The Mushroom Mardi Gras invites you to participate in this excellent opportunity to promote your business, your community, and especially support our young students. By participating...

- ✓ We will work with you to provide your company with a unique marketing and promotional program that will deliver the results you want.
- ✓ Sponsors have a wonderful opportunity to participate in an extensive media campaign, a targeted audience with disposable income, and numerous opportunities for cross-promotion.
- ✓ Allows you to use a special logo in your advertising, which identifies you as a business leader who recognizes the value of supporting your community.

<b>DATE &amp; TIME ~</b>	Saturday May 29 from 10am – 7pm & Sunday, May 30 from 10am to 6pm.
<b>LOCATION ~</b>	Downtown Morgan Hill on the grounds of the Morgan Hill Community Center, Amphitheater and surrounding area, located on the corner of Monterey & Dunne Avenue and utilizing the newly refurbished Depot Street
<b>ADMISSION ~</b>	FREE Admission & Parking
<b>ATTENDANCE ~</b>	Projected attendance is 70,000+ over two days
<b>EVENT DESCRIPTION ~</b>	Arts & Crafts; Variety of food with Gourmet Dishes; Wine Tent, featuring local wines; Beer Gardens and microbrews; Strolling Musicians and Live Entertainment; Munchkin Land, featuring rides, crafts, and children's entertainment; local business exhibits and community non-profit group displays
<b>ADVERTISING ~</b>	Advertising is done through local and regional radio stations, network and cable television stations, magazines and newspapers, as well as posters, signage and postcards. Targeted geographical area includes the Counties of Santa Clara, San Benito, Monterey, Santa Cruz and San Francisco. Promotions are also done by listings on festival websites throughout the internet.
<b>EVENT PURPOSE ~</b>	To provide a fun-filled, quality festival that promotes and supports the Morgan Hill Community. The Mushroom Mardi Gras is a non-profit, 501©3, charitable organization that raises funds for educational scholarships, which are granted annually, and provides a very profitable, fund raising opportunity, for many local, non-profit organizations, clubs and schools.



## Gold Sponsor

\$5000

- Product exclusivity at festival
- 10x20 space including tent, 4 chairs and 2 tables. Balloons to recognize booth as sponsor.
- Recognition as Gold Sponsor in all media and promotional materials, TV, program, posters, postcards, publications, website, etc.
- Individual banner(s) displayed in prominent location(s) throughout festival
- Souvenir T-Shirts, wine & beer tickets (amount TBD)
- Introduction at main stage during scholarship awards
- Other perks to be negotiated

## Silver Sponsor

\$2500

- 10x10 space including tent, 2 chairs and 1 table. Balloons to recognize booth as sponsor.
- Recognition as Silver Sponsor in specific media and promotional materials, TV, program, postcards, publications, website, etc.
- Individual banner(s) displayed in prominent location(s) throughout festival
- Souvenir T-Shirts, wine & beer tickets (amount TBD)
- Introduction at main stage during scholarship awards
- Other perks to be negotiated

## Bronze Sponsor

\$1500

- 10x10 space. Sponsor can negotiate location of booth space). Tent not included. Balloons to recognize booth as sponsor.
- Recognition as Bronze Sponsor in specific media and promotional materials, program, postcards, publications, website, etc.
- Name recognition on sponsorship banner(s) displayed in prominent location(s) throughout festival
- Souvenir T-Shirts (amount TBD)
- Introduction at main stage during scholarship awards
- Other perks to be negotiated

## Wine Tent Sponsor *(Limited to two sponsors)*

\$2000

- 10x10 space next to wine tent or other location of choice as determined. Balloons to recognize booth as sponsor.
- Recognition as Wine Tent Sponsor in specific media and promotional materials, program, postcards, publications, website, etc.
- Can provide volunteers to help pour wine
- Company information and banner at wine tent
- Individual banner(s) displayed in prominent location(s) throughout festival
- Souvenir T-Shirts, wine tickets (amount TBD)
- Introduction at main stage during scholarship awards
- Other perks to be negotiated

- Entertainment Sponsor *(Limited to one sponsor)* \$2500
- 10x10 space next to stage or other location of choice as determined. Balloons to recognize booth as sponsor.
  - Main Stage named after sponsor. All stage publicity under sponsors name
  - Recognition as Entertainment Sponsor in specific media and promotional materials, TV, program, postcards, publications, website, etc.
  - Individual banner(s) displayed in prominent location(s) throughout festival
  - Souvenir T-Shirts, wine or beer tickets (amount TBD)
  - Introduction at main stage during scholarship awards
  - Other perks to be negotiated

- MarketPlace Sponsor *(Limited to one sponsor)* \$1500
- 10x10 space in Marketplace area. Balloons to recognize booth as sponsor.
  - Recognition as Marketplace Sponsor in specific media and promotional materials, program, postcards, publications, website, etc.
  - Name recognition on sponsorship banner(s) displayed in prominent location(s) throughout festival
  - Souvenir T-Shirts (amount TBD)
  - Introduction at main stage during scholarship awards
  - Other perks to be negotiated

- Munchkin Land Sponsor *(Limited to one sponsor)* \$1500
- 10x10 space in MunchkinLand area. Balloons to recognize booth as sponsor.
  - Recognition as MunchkinLand Sponsor in specific media and promotional materials, program, postcards, publications, website, etc.
  - Name recognition on sponsorship banner(s) displayed in prominent location(s) throughout festival
  - Souvenir T-Shirts (amount TBD)
  - Introduction at main stage during scholarship awards
  - Sponsorship can be in-kind in exchange for Chairing the Kids Stage
  - Other perks to be negotiated

- Scholarship Sponsor **(NEW)** \$1000
- For each scholarship sponsor we receive, we will award an additional scholarship to a high school senior, which will increase the amount of scholarships we will award this year.

- Name recognition as a scholarship sponsor in our program
- Name recognition on sponsorship banner(s) displayed in prominent location(s) throughout festival
- Name recognition at the awards presentation at the festival each day
- Certificate of appreciation recognizing you as a scholarship sponsor

- Donating Sponsor \$250 - \$1000
- Recognition as Donating Sponsor in specific media and promotional materials, program, publications, website, etc.
  - Name recognition on sponsorship banner(s) displayed in prominent location(s) throughout festival
  - Name Introduction at main stage during scholarship awards
  - Other perks to be negotiated



## Marketing & Promotions

### Comcast Cable

- ANIM
- FAM
- FOOD
- FX
- HALL
- TNT
- VH1

### Network Television

- ABC
- NBC

### Radio

- KBAY
- KEZR, Mix 106
- KRTY
- KPIG
- DISNEY RADIO
- KFOX
- KOCEAN

### Website listings

- Festivalnet.com
- Festivals.com
- Craft Fair Guide
- Craftlister.com
- Craftmasters
- Festing.com
- Amusementsnow.com
- Californiafestivals.com
- San Jose Mercury News  
online calendar

### Magazines

- Out & About (program & backpage ad)
- Monterey Wine & Travel
- VIA Magazine, the official AAA travel magazine
- The Wave Magazine
- Bay Area Parent Magazine
- Craft Fair Guide
- Craftmasters

### Newspapers

- The Morgan Hill Times
- Gilroy Dispatch
- San Jose Mercury News
- Hollister Freelance
- The Pinnacle
- Country News
- The Metro Newspapers

### Various

- 1000 posters
- 2500 postcards
- Banners
- Festival Program

## SPONSORSHIP SIGN-UP

\_\_\_\_\_ **YES!** I would like to support education and non-profit organizations by being a part of the Morgan Hill Mushroom Mardi Gras sponsorship program.

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

I am interested in being the \_\_\_\_\_ Sponsor  
in the amount of \$ \_\_\_\_\_

**Donations in any amount also greatly appreciated!**

**We accept Checks, Money Orders,  
Visa, Mastercard & American Express**

**Please make checks payable to:** Mushroom Mardi Gras or MHMMG

**Please mail to:** Morgan Hill Mushroom Mardi Gras  
305 Vineyard Town Center, #184  
Morgan Hill, CA 95037

**or email information to:**

[mmgf@mhroommardigras.com](mailto:mmgf@mhroommardigras.com)

We thank you for your consideration and look forward to seeing you at the 31<sup>st</sup> Annual Mushroom Mardi Gras Festival, May 29-30, 2010



## CREDIT CARD APPLICATION

Please fill out the following and return with your vendor application if you would like to use a credit card to pay for your vendor fees.

Name as it appears on Credit Card \_\_\_\_\_

Credit Card Billing Address \_\_\_\_\_

Credit Card City, ST & Zip \_\_\_\_\_

Visa       Mastercard       AMEX

Credit Card Number \_\_\_\_\_ Exp \_\_\_\_\_

I authorize the Morgan Hill Mushroom Mardi Gras to charge my credit card for:

Amount to be charged \$ \_\_\_\_\_

Signature: \_\_\_\_\_

Please note that when receiving your statement, the charge will be listed under **AUDAVI CORPORATION.**