



TASTE OF HUNTINGTON BEACH

WHERE FINE FOOD, GOOD SPIRIT AND FRIENDLY PEOPLE MEET

To Our Valued Sponsors:

Please take a few minutes to review this letter about becoming a Sponsor for the 2012 Taste of Huntington Beach. The Taste is the major fundraiser of the Friends of the Children's Library (FOTCL) who support the Children's Department of the HB Library. Proceeds from the Taste provide these key library services:

- Books for the children's departments at the Central Library and its four branches
- Computers and electronic media for learning
- Funds to finance an online homework help program and a summer reading program
- A yearly festival that brings children's authors to 15,000 students at local schools
- Monthly programs, special events, workshops and other educational opportunities

You can showcase your business and your products to over 3,000 SoCal attendees (including over 90 representatives of restaurants, wineries and breweries) in a relaxing and enjoyable environment -- while they sample food from local restaurants and sips from boutique wines and craft beers. This upscale event will provide the perfect audience for your company and your message.

Sponsorship levels include pre-event publicity such as recognition on our website, posters, and mailings. Your message continues to resonate during day with announcements, the event program, and signage that highlights your complimentary booth should you choose.

Please join us and become an integral part of this fundraiser for our most precious resource - our children. More than 100,000 visit the library each year yet the library still faces deep budget cuts. We need your help to ensure our children's continued access to literature, learning and the educational enrichment that only the library can offer.

Please join us at the 12th annual Taste of Huntington Beach on Sunday, April 29, 2012 from 12 Noon to 4 PM - and together ***we can make a difference for the kids in our community!***

Sincerely,

Gail Page

Sponsor Coordinator

Taste of Huntington Beach Committee

The Friends of the Children's Library (FOTCL) is a 501c3 non-profit organization dedicated to promoting children's interest in literature, reading, and library services.

Federal Tax ID 27-1284763



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SUNDAY APRIL 29, 2012 12 NOON - 4:00 PM

HB Sports Complex; 18100 Goldenwest Street

At Goldenwest & Talbert - across from the HB Central Library

SPONSOR APPLICATION

Company Name: _____

Description of Business: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Email: _____

Website: _____

On site contact name: _____ Cell Phone # _____

Will You Do On-Site Sales? Y___ N___ *(No drawings/raffles where you collect money & no table sharing)*

If you are doing on-site sales and are located in HB, list your license number _____

If you are doing on-site sales and are not located in HB, list your Resale Number _____

PLEASE MARK YOUR SPONSORSHIP LEVEL

EXCLUSIVE _____ \$20,000 SILVER _____ \$2,000

PLATINUM _____ \$8,000 BRONZE _____ \$1,000

GOLD _____ \$4,000 FRIENDS OF THE CHILDREN _____ \$250

ALL FORMS AND FEES MUST BE RECEIVED BY APRIL 13, 2012

TO BE ELIGIBLE FOR FULL PR PACKAGE, FORMS & FEES DUE NLT FEBRUARY 15, 2012

*In Kind sponsors require prior Taste committee approval and must include detailed trade list. .
Levels above Gold require some cash contributions. Should your donation exceed written sponsor levels, we
cannot offer additional benefits or tickets*

Event will be held rain or shine!

Make check payable to Friends of the Children's Library/TOHB and return to:

**Friends of the Children's Library/TOHB
7111 Talbert Avenue; Huntington Beach, CA 92648**

(We accept MasterCard & Visa - contact Gail@TasteHB.com for details)

The Friends of the Children's Library is a 501c3 non-profit - Federal Tax ID #27-1284763



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2012 SPONSOR LEVELS

MAIN EVENT SPONSOR - \$20,000 - *Sign up early - only one overall Sponsor position available*

- All Platinum benefits PLUS...16 additional VIP tickets and 16 additional general admission tickets
- Acknowledgement as the Overall Sponsor on Taste entry banner
- * Your full-page ad and logo on inside cover of the Taste program (Plus the inside ad)
- Your logo and a brief message printed on all online ticket receipts
- Named as a co-presenter/sponsor on banners, tickets, mailings, posters and flyers
- Top billing on all multi-media advertising (TV, radio, newspapers and magazines)
- Your logo, name and advertising message on the Taste website home page
- Special mention, along with your advertising message, broadcast on the PA system

PLATINUM - \$8,000

- 8 VIP tickets, 12 general admission tickets with an option to buy 12 more at \$35 each
- Named as a main tent sponsor on tent entry banner
- Your logo on Taste website home page with a link to your website
- * Your full-page ad and logo included in the Taste program
- Your logo or name on advertising banners, tickets, direct mailings, posters and flyers
- Your logo printed on all online ticket receipts
- Named on Taste venue signage and Taste program sponsor listings
- Your logo or name on Taste website sponsor page
- Premium location inside or outside tent at your preference - Three 10' spaces; 6 tables; 6 chairs

GOLD - \$4,000

- 4 VIP tickets, 8 general admission tickets with an option to buy 8 more at \$35 each
- Your logo or name on tickets, direct mailings, posters and flyers
- Half page ad and logo included in the Taste program
- Named on Taste venue signage and Taste program sponsor listings
- Your logo or name on Taste website sponsor page
- Preferred location inside or outside tent at your preference - Two 10' spaces; 4 tables; 4 chairs

SILVER - \$2,000

- 6 general admission tickets with an option to buy 6 more at \$35 each
- Your logo or name on direct mailings, flyers, and posters
- Named on Taste venue signage and Taste program
- Your logo or name on Taste website sponsor page
- Location inside or outside tent at your preference - 10' space; 2 tables; 2 chairs

BRONZE - \$1,000

- 4 general admission tickets with an option to buy 4 more at \$35 each
- Named on flyers, and posters
- Named on Taste venue signage and Taste program
- Your logo or name on Taste website sponsor page
- Preferred location outside the tent - 10' space; 1 table; 2 chairs

FRIENDS OF THE CHILDREN - \$250

- 2 general admission tickets with an option to buy 2 more at \$35 each
- Named on Taste venue signage and Taste program
- Named on Taste website sponsor page