



**Fabulous
Food Festival**
SAN FRANCISCO

A Festive Feast of Flavors
Saturday and Sunday, November 7th & 8th, 2009
Concourse Exhibition Center, San Francisco

**Presented by
Pacific Expositions**

**Sponsorship
Opportunity Guidelines**

Sponsorship Management
Pacific Expositions

in association with
Team PRO Event, Inc.

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Fabulous Food Festival

EXECUTIVE SUMMARY

The **Fabulous Food Festival** will feature a festive feast of flavors on **Saturday and Sunday, November 7th and 8th, 2009**. The **Fabulous Food Festival** is the first consumer food show for the San Francisco Bay Area. This event will showcase exhibitors and Sponsors offering everything from cheeses to chocolates for sale and sampling.

Over 150 Exhibitions featuring exceptional:

- Specialty and Gourmet Foods
- Alcoholic and Non Alcoholic Beverages
- International and Cultural Foods
- Organic, Green and Sustainable Foods
- Restaurants and Caterers
- Cookware, Cutlery and Equipment
- Cookbooks and Food Publications
- Cooking Schools and Classes

Day-long *Fabulous Food Festival 2009* activities:

- A Marketplace of all things "Foodish" for Sale and Sampling
- Fine Wines and Micro Brew Tasting
- Live Musical Entertainment
- Presentations and Demonstrations
- Ongoing Fabulous Giveaways
- Recognition Awards in Major categories
- Trade Preview Saturday Morning

Producer: This Event is produced by Pacific Expositions, in association with Team PROEvent, Inc.

Date: Saturday & Sunday, November 7th and 8th, 2009

Hours of Event: Industry Preview—Saturday.....10:00am–1:00pm
 General Public—Saturday10:00am–5:00pm
 General Public—Sunday.....10:00am–5:00pm

Location: Fabulous Food Festival will be held in the Concourse Exhibitor Center in San Francisco. This is a premier, highly visible and well-established venue. Concourse Exhibitor Center enjoys a central location with easy access, parking, and transportation shuttles from surrounding areas.

Attendance: Fabulous Food Festival 2009 attendance is conservatively estimated to be over 5,000 representing all parts of the San Francisco Bay Area.

Media Coverage: Major Daily and Weekly Newspapers, Radio, Magazines, and Television.

Demographics: Broad based age, with sophisticated tastes and mid to upper income.



**2009 SPONSORSHIP OPPORTUNITIES
FEES AND BENEFITS SCHEDULE**

We would like to emphasize this represents a Generic Proposal Format. This event will offer in all cases the opportunity for a creatively developed presentation for each Sponsor, representing their unique products and/or services.

We feel it is of importance to offer this custom format to maximize the benefits to each individual Sponsor and to clearly address the Sponsors' own objectives and goals. We are flexible in expanding and improving these promotional opportunities for our Sponsors, if in their judgment; there are adjustments that would make sponsorship a more winning opportunity for you.

We are confident that your association with **Fabulous Food Festival 2009** will be an effective promotion and marketing strategy for your company this year, and for many years to come.

Sponsorship Level:	Price	Pre Event Representation	On Site Representation
Title: (limited to one)	\$40,000.00	Custom Development	Custom Development
Presenting: (limited to two)	\$30,000.00	Custom Development	Custom Development
Major:	\$10,000.00	Custom Development	Custom Development
Primary:	\$5,000.00	Custom Development	Custom Development
Secondary:	\$2,500.00	A. Event Poster B. Display Advertising C. Directory	Custom Development D. 10'x20' Premiere Space with all services E. Event Signage F. Event Program G. Public Address H. Fabulous Food Giveaways I. Attendee Database J. Directory (at Event)
Patron:	\$1,000.00	Same benefits as Secondary with 10'x10' Premiere Space	

Official Designation:

Available in many categories separately or in conjunction with other sponsorship levels.
Fees to be determined

Exclusive:

Media:	Trade value \$10,000.00 plus
Alcoholic Beverage:	Options negotiated based on the opportunity
Non-Alcoholic Beverage:	Cash, product trade / or both

All levels of involvement underwritten through payment by cash, trade, or combination thereof will be considered.



2009 SPONSORSHIP OPPORTUNITIES GENERAL TIE-IN RIGHTS & BENEFITS

Pre Event Representation:

- A. Event Poster:** Business Name and/or Logo on multi-color Event Poster (minimum size: 12" x 18") to be prominently displayed in numerous locations throughout the San Francisco Bay Area.
- B. Display Advertising:** Business Name and/or Logo in Display Advertisements placed in prominent daily, weekly, and/or monthly publications throughout the San Francisco Bay Area.
- C. Website:** Business Name and/or Logo in prominently displayed on events promotional website.

On Site Representation:

- D. Exhibit Presentation:** A Premiere Exhibit display space for the presentation of the Sponsor's products or services. The Exhibit space size and location will vary with level of involvement.
- E. Event Promotional Signage:** Display of banners, signs and flags visible throughout the event site. Frequency and size dependent on sponsorship level.
- F. Event Program:** Business Name and/or Logo or Display Advertisement Event Program available at Event.
- G. Public Address:** Public acknowledgment from the Fabulous Food Festival Stage and throughout the event at regular intervals.
- H. Fabulous Food Festival Giveaways:** Promotion and recognition through the donation of Sponsor products and service as Door Prizes. These will be held at hourly intervals during the event.
- I. Access to attendee database:** Generated through Fabulous Food Festival Giveaways sign-ups and administrated by **Fabulous Food Festival 2009**.

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2009 SPONSORSHIP OPPORTUNITIES COMPONENT SPECIFIC SPONSORSHIP

Much of the presentation of **Fabulous Food Festival 2009** is unique to this event, and to the travel market that it represents. Exceptional opportunities abound for sponsorship involvement within the focus of a specific component or activity.

Sponsorship support in these areas will underwrite the specific costs associated with the introduction of a new component or activities.

Tasty Music Stage: Association for your Company with ongoing Presentations, Demonstrations and Entertainments at the Fabulous Food Festival Stage.

Foodie Lounge: Highly visual in association with lectures, demonstrations and demonstrations.

Fabulous Food Festival 2009 Bag: Name and logo prominently presented on official Getaways giveaway bags. Fees to be consistent with underwriting the costs of bag production and distribution

Fabulous Food Festival 2009 Presentation, Demonstration & Entertainment: Trade association when providing presentations, demonstrations and entertainment.

Fabulous Food Festival 2009 Wine/Beer Sampling Glasses: Logo on side of wine and beer sampling glasses shared with **Fabulous Food Festival** logo for premium wine and micro brew sampling.

Fabulous Food Festival Giveaways: Promotion and Recognition through donations of products and services to the hourly Door Prizes. These will be held at hourly intervals throughout the event. Arriving attendee raffle mailing list will be available based on Sponsorship Level.

Details and additional Sponsorship Benefit & Fee Structures associated with these Components and Activities as well as others under development are available upon request.