



Sponsorship Package for the 2010 “A Taste of Santa Cruz” November 4, 2010

Thank you for your interest in sponsoring the 6th Annual “A Taste of Santa Cruz” a continuously fantastic community event! The fundraiser will be held from 5:30-9:00 pm Thursday, November 4th at the Cocoanut Grove in Santa Cruz. We expect 800 attendees at this year’s event from both the real estate community and the general public. All sponsorships are considered a donation to the Santa Cruz Association of REALTORS® Housing Foundation and can be taken as a charitable tax write off. Your support of the Housing Foundation enables us to continue offering our Closing Cost Assistance Grant Program to first-time, low income homebuyers in Santa Cruz County.

\$1,500 Platinum Sponsor Package Limited to 3

Package Includes:

- ❖ First choice of a 10x10 booth with electricity within the Cocoanut Grove (no silent auction items required). First come first served on booth selection up to Booth Kickoff date.
- ❖ Feature story about you or your company in 45,000 copies of the special Good Times newspaper “A Taste of Santa Cruz” pull out section.
- ❖ 1/5th of a page advertisement in Good Times special “A Taste of Santa Cruz” pull out section the week before the event.
- ❖ Company name and logo/personal branding appears on all event marketing materials as Presenting Sponsor including: promotional fliers and posters distributed and hung in Santa Cruz area real estate offices, restaurants, and other public areas.
- ❖ Company name and logo/personal branding appear on ads that appear in the Good Times and other promotional outlets.
- ❖ Company receives recognition in event articles in the SCAOR newsletter in September, October and November.
- ❖ Company name and logo/personal branding appears on event signage throughout the event space.
- ❖ Company name and logo/personal branding appears prominently on event program.

\$750 Gold Sponsor Package

Limited to 5

Package Includes:

- ❖ Second choice of a 10x10 booth space with electricity within the Coconut Grove after the Presenting Sponsors. First come first served on booth selection up to Booth Kickoff date.
- ❖ 1/5th of a page advertisement in Good Times special “A Taste of Santa Cruz” pull out section the week before the event.
- ❖ Company name appears on all event marketing materials as Event Sponsor including: promotional fliers and posters distributed and hung in Santa Cruz area real estate offices, restaurants, and other public areas.
- ❖ Company name and logo/personal branding appear on ads that appear in the Good Times and other promotional outlets.
- ❖ Company receives recognition in event articles in the SCAOR newsletter in September, October and November.
- ❖ Company receives premium choice of exhibit space. (34 booths will be available).
- ❖ Company name appears on event signage throughout the event space.
- ❖ Company name appears prominently on event program.

\$375 Silver sponsorship

- ❖ Includes a 10x10 booth at the event with electricity.
- ❖ 1/5th of a page advertisement in 45,000 copies of the Good Times special “A Taste of Santa Cruz” pull out section the week before the event. Good Times will contact your participating restaurant/winery to purchase a 1/5 page ad underneath your ad to create a 1/3 page ad. (Ad usually retails for \$500)
- ❖ Company receives recognition in event articles in the SCAOR newsletter in September, October and November.
- ❖ Company name appears prominently on event program.

\$225 Bronze Sponsorship

- ❖ Includes a 10x10 booth at the event with electricity.
- ❖ Company receives recognition in event articles in the SCAOR newsletter in September, October and November.
- ❖ Company name appears prominently on event program.



Booth Sponsor Agreement Form

SCAORHF Use Only
Booth #: _____
Date Rcvd: _____
Entered in Database: <input type="checkbox"/>
Paid by: _____

All Booth Sponsors agree to provide at least 800 bites per 10x10 booth or tastes of their wares to be sampled by an estimated 800 attendees. In addition, booth sponsors agree to provide three separate silent auction items with a value of at least \$50 each; or two VIP silent auction items with a value of at least \$200 each; or one live auction item valued at \$1000 or more. All auction items must be delivered to SCAOR by Wednesday, October 13, 2010. Special arrangements for pick-up may be made prior to deadline. A separate "Auction Item Donation Form" should accompany each item.

All booths and food set up must be completed by 5 p.m. as the service doors will be locked after 5p.m. Booths must remain set up until event closes at 9:00 p.m.

The name of your participating restaurant/caterer/winery, etc will appear on community posters, advertising, and on the SCAOR website and newsletter; consequently, the name must be given to SCAOR by August 11th to ensure promotional placement on all collateral materials. We cannot guarantee promotion of your restaurant after that deadline.

Each booth is 10x10 and includes a draped, 6 foot table, with electricity. Each booth sponsor will be issued four passes for entry to the event to be used by those setting up and staffing the booth only. These will be allocated as agreed upon between Sponsors. All signage is provided by each Sponsor. Food must be provided by a licensed caterer/restaurant and/or be prepared in a certified facility. No hard alcohol is allowed. Beer and wine tastings must be accompanied by a substantial food offering. All beer and wine vendors must be pre-approved by ATOSC Committee. An additional table can be rented from the Coconut Grove for \$15.

Please choose a sponsorship level:

Platinum (\$1,500) Gold (\$750) Silver (\$375) Bronze (\$225)

ALL BOOTH SPONSORSHIPS ARE NON-REFUNDABLE.

FOOD DETAILS

Name of Restaurant/Caterer: _____

Contact Name: _____ Phone: _____ Email: _____

Food Description: _____

Authorized Signature: _____

BOOTH DETAILS

Name of Company Sponsoring Booth: _____ Booth #: _____

Contact Name: _____ Email: _____ Ph: _____

Proceeds will benefit the Santa Cruz Association of REALTORS® Housing Foundation Closing Cost Assistance Grant Program. Funds raised will be used to assist low-income first time homebuyers in Santa Cruz County purchase homes by covering their non-recurring closing costs. The Santa Cruz Association of REALTORS® Housing Foundation is a California Non-profit Public Benefit Corporation (Tax ID# 20-0748009), and all contributions are tax-deductible as a charitable donation under Section 170 of the Internal Revenue Code.



SCAORHF Use Only
Item #: _____ (S-#=Silent, L-#=Live)
Date Rcvd: _____
Start Bid: \$ _____
Entered in Database: <input type="checkbox"/>

Auction Item Donation Form

“A Taste of Santa Cruz” Booth Sponsors agree to provide three silent auction items with a value of at least \$50 each; or two VIP silent auction items with a value of at least \$200 each; or one live auction item valued at \$1000 or more. Deadline for silent and live auction items is Wednesday, October 13, 2010. All items to be delivered to SCAOR or arrangements can be made for pick up prior to the deadline. Event date: November 4, 2010.

ITEM DETAILS

Item to be provided: _____

Is this item a gift certificate? Yes No Retail Value of Item: \$ _____

Item Description (additional sheets may be attached): _____

DONOR DETAILS

Company: _____

Contact: _____ Phone: _____ Email: _____

SPONSORSHIP

Is this auction item donation to be associated with a Sponsored Booth? Yes No

If yes, name of Booth Sponsor: _____ Booth #: _____

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