



and

The Encino Chamber of Commerce presents
The 22nd Annual 'A Taste of Encino'
Sunday, October 11, 2009

SPONSORSHIP - Participation Information

**The 22nd Annual 'A Taste of Encino', hosted by the Encino Chamber of Commerce,
is on Ventura Boulevard (the main thoroughfare through the city)
and we don't want you to miss the opportunity to participate!
Last years event was a huge success with 10,000+ people enjoying hours of family fun.**

- LOCATION** **Ventura Blvd in Encino** (between Balboa Blvd. and Amestoy Ave.)
- DATE** **Sunday, October 11, 2009**
10am to 5pm
- ACTIVITIES** Restaurants & Food Purveyors / Sponsors
Arts & Crafts Booths / Business & Home Expo
Health & Wellness Pavilion / Disaster Preparedness Expo
Non Profits / Local Schools
Entertainment in Genesta Park
- PROMOTIONS** Newspaper Displays / Radio Spots / Cable Television
Taste of Encino Website / Street Banners on Ventura Blvd.
Encino Chamber of Commerce Monthly Newsletter 'The Envoy'
Flyers / Internet Advertising / Posters and much much more
- PARTICIPATION** 1. Space cannot be shared.
2. No drug related items will be sold.
3. All booths must be appropriate for family viewing.
4. Alcoholic beverages are prohibited in booths and attractions.
5. Each exhibitor must have their California resale permit available for inspection and is responsible for collection of sales tax.
6. No food or beverages can be sold or served in booth.
7. Set-Up may start at 6am – entering from Balboa Blvd., and moving your vehicle to your assigned spot. You must be in your assigned spot by 9am.
8. You are permitted to bring only one vehicle onto the setup area. You will be given only one assigned parking space. Your vehicle must be immediately removed from the venue after unloading and moved to your assigned space.
9. Booth number will be assigned to you when you enter on Sunday morning.
10. Break Down starts at 5pm. Please pack all your belongings before you bring your vehicle on Ventura Blvd. Traffic Control will direct your exit.
11. You may not exit your booth or the event until the Fire Marshall deems it safe and instructed to do so by an authorized 'A Taste of Encino' representative.

The Encino Chamber of Commerce reserves all rights with respect to presentation, participants and sales not permitted at the Taste of Encino, including rights to shut down on the day of event those not in compliance with the Taste of Encino rules & regulations. No refunds will be given.

Application does not guarantee acceptance, notice of acceptance of your Participation will be sent with your Parking Permit. All decisions are final. No refunds will be given. If you have any questions, please contact the Encino Chamber of Commerce at 818-789-4711.



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BRONZE SPONSOR \$1,500

1. Prominent identification as a BRONZE SPONSOR in all written advertising & promotional materials including Newspapers, Publications, Posters, Flyers, etc.
Your company name will appear on thousands of impressions.
2. Festival 10x10 Canopy Booth will be provided to display products and/or services.
3. Booth banner/sign with your company name notating BRONZE SPONSOR.
4. Your name displayed as a BRONZE SPONSOR on our official website with a link to your website.
5. Contractual use of the 22nd Annual 'A Taste of Encino' name & logo in all advertising & promotional materials. This recognition through association with one of Southern California's most popular events is an excellent way to display community support and spirit.

SILVER SPONSOR \$2,500

1. Prominent identification as a SILVER SPONSOR in all written advertising & promotional materials including Newspapers, Publications, Posters, Flyers, etc.
Your company name & LOGO will appear on thousands of impressions.
2. Festival 10x10 Canopy Booth will be provided to display products and/or services.
3. Booth banner/sign with your company name including your "logo" notating SILVER SPONSOR.
4. Your name displayed as a SILVER SPONSOR on our official website with a link to your website.
5. Contractual use of the 22nd Annual 'A Taste of Encino' name & logo in all advertising & promotional materials. This recognition through association with one of Southern California's most popular events is an excellent way to display community support and spirit.
6. Your company name displayed on a festival banner displayed at the event site at one of our entry points.

GOLD SPONSOR \$5,000

1. All benefits of the Bronze and Silver Sponsorship.
2. Festival canopy booth enlarged to 10x20 will be available to display products and/or services.
3. Your company name displayed on your own 8-ft banner on Ventura Blvd at the point of entry.
4. Your company name displayed on 2 Street Pole Banners displayed on Ventura Blvd. for the 30 days leading up to the event.

PLATINUM SPONSOR \$10,000

1. All benefits of the Bronze, Silver and Gold Sponsorship.
5. Your company name on 3 additional (total of 5 street pole banners) displayed on Ventura Blvd. for the 30 days leading up to the event.
2. Exclusivity for your "type" of business
3. Your company name announced on all radio & TV Promotions.

TITLE SPONSOR \$20,000 (limit 1)

1. All benefits of the Bronze, Silver, Gold & Platinum Sponsorship.
2. Top billing as TITLE SPONSOR on all space advertising.
The 'A Taste of Encino' plans to advertise in publications such as the Daily News, Parent Magazine, etc., Newsletters and much more. The Title Sponsor's name & logo will appear prominently on all of this space/media advertising.
3. Top billing as TITLE SPONSOR on all radio and TV advertising.
Title Sponsor name will be used wherever spots utilized in publicizing the 'A Taste of Encino'. Your company name announced on all radio & TV Promotions.
4. Top billing as TITLE SPONSOR on all promotional material.
The 'A Taste of Encino' plans to invest a substantial effort of public relations through flyers, coupons, your company name on ALL STREET BANNERS on Ventura Boulevard for 30 days & over the event and title sponsor placement on our official website. As title Sponsor, your name will appear on... literally thousands of impressions.
5. Official Status for your products and/or services & will become the "Official" event product and/or service featured at the 'A Taste of Encino'.
6. Festival 20x20 Canopy Booth (or larger if needed) for display of your products and/or services.
7. Contractual use of the 22nd Annual 'A Taste of Encino' name & logo in all advertising and promotional materials. This recognition through association with one of Southern California's most popular events is an excellent way to display community support and spirit.



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Sponsor Participation Application

Applications & Payments are due no later than July 31, 2009

*Company Name _____

*Representative _____

*Address _____

*Phone _____ cell _____ *fax _____ e-mail _____

*Sponsor Level: Circle One: BRONZE SILVER GOLD PLATINUM PRESENT  TITLE

*\$ _____ *In Kind: Circle One: YES NO

*Are you interested in a booth? _____ *Electricity? _____ *Section _____

*Banner/sign should read _____

**required field*

* SPECIAL PACKAGE #1 – YES / NO (circle one, if applicable –see last page of packet for details)

Sponsorship Benefits

1. All parties agree _____ shall be designated as an Official Sponsor of 'A Taste of Encino', the 22nd Annual Encino Food, Beverage and Entertainment Event.
2. As part of this Sponsorship Agreement, the Sponsor will receive a _____ (size) booth.
3. The Sponsor name and/or Logo will appear on all advertising and promotional materials wherever applicable. This may include (but not limited to) posters, flyers, etc. The sponsor must supply (logo – in color & black/white) camera-ready artwork in a timely manner.
4. Sponsor has the right to use the 'A Taste of Encino' logo and name on its own advertising/promotional materials. This practice is encouraged and The Encino Chamber of Commerce hopes all Sponsors promote the 'Taste of Encino' as much as possible through their own promotions.
5. Sponsor product banners may be placed at the venue. These banners may not exceed 5'x10' and must be approved in advance by the 'A Taste of Encino' committee.

Sponsor Obligations:

1. Sponsor _____ shall pay the 'A Taste of Encino' a promotional fee of \$ _____. (Check made payable to ECC or Encino Chamber of Commerce or credit card payments are acceptable)
2. 100% of your Sponsorship is due and payable upon signing the agreement.
3. It is the sponsor's obligation to provide the Encino Chamber of Commerce camera-ready black & white artwork of the sponsor's name/logo for use in an 'A Taste of Encino' advertising/promotional material.
4. The 'A Taste of Encino' name and logo when used by the sponsor shall be of high standard and of such type, appearance and quality suited to the proper promotion of the 'A Taste of Encino'. Sponsor shall submit in writing, in advance of their intended use of the 'A Taste of Encino' name and logo authorized by this agreement. If the 'A Taste of Encino' committee does not respond within seven (7) business days of receipt of such a request, sponsor shall be deemed to have received approval for such proposed use.



2009 INSURANCE INFORMATION & INDEMNIFICATION AGREEMENT

PERMITS AND TAXES:

Vendor/Exhibitor assumes all responsibility for any and all applicable sales tax as well as income, workers compensation, social security or any related County, State or Federal taxes that may be in effect as a result of their obligations at this event. Vendor/Exhibitor is also responsible for all required and proper special event business and health permits that may be required to do business in the County of Los Angeles and the State of California. Vendor/Exhibitor agrees to defend and indemnify The Encino Chamber of Commerce and it's Officers, Directors, Members, agents, employees and representatives from any claim, demand or action relating to any liability relating to all permits and taxes.

INSURANCE:

Vendor/Exhibitor will provide and maintain, at its sole expense, insurance as set forth below, and provide a Certificate of Insurance evidencing same, naming A Taste of Encino, Encino Chamber of Commerce, Bureau of Street Services, Department of Transportation, County of Los Angeles and the City of Los Angeles as additional insured, Said certificate shall be in effect for the period including, but not limited to, 12:00am on Sunday, October 11, 2009 through 11:00pm on Sunday, October 11, 2009.

Said insurance shall be primary to, and not in conflict with any other insurance maintained by the above mentioned "additional insureds". Insurance shall include, but not be limited to, Comprehensive General Liability endorsed to Premises, Operations, Contractual Board Forms, Property Damage and Personal Injury with a combined single limit of not less than \$1,000,000 per occurrence. If written with an annual aggregate limit, the policy limit should be three times the occurrence limit. Failure of Vendor/Exhibitor to provide and maintain said required insurance shall constitute a material breach of its involvement with the 'A TASTE OF ENCINO' with no refund entitlement or other consideration for its paid fees, nor shall it lessen Vendor/Exhibitor's overall liability and responsibility.

If said Certificate of Insurance is written on a Claims Made Form, Vendor/Exhibitor shall continue to name the aforementioned "Additionally Insureds" or provide an extended coverage period for all applicable statutes of limitations beginning upon termination or cancellation of Vendor/Exhibitor involvement in the 2009 'A TASTE OF ENCINO'. Certificates of Insurance must be mailed or faxed to the office of the Encino Chamber of Commerce at 4933 Balboa Blvd., Encino, CA 91316. FAX 818-789-2485. **Certificates must be received no later than September 20, 2009.** If said copy is transmitted by facsimile, an original must follow by mail to the same address.

INDEMNIFICATION RELEASE AND WAIVER OF LIABILITY:

By its signature below, Vendor/Exhibitor assumes all responsibility for the sales of its products, materials and/or services and the actions by any of its employees or agents occurring immediately before, during or after the 2009 A Taste of Encino. By its signature below, Vendor/Exhibitor agrees to indemnify, defend, save and hold harmless the 2009 A Taste of Encino, Encino Chamber of Commerce and it's Officers, Directors, Members, agents, employees and representatives, Bureau of Street Service, Department of Transportation, County of Los Angeles, and the City of Los Angeles and any officers, agents or employees of agents from any and all claims for damages of any nature whatsoever including, but not limited to, death, personal injury, or property damage arising from or connected to, directly or indirectly, its operations, equipment, products, services, as may occur immediately before, during or after the 2009 'A Taste of Encino'.

CANCELLATION:

If the 2009 'A Taste of Encino' is canceled in total or part for any reason/cause by the 2009 'Taste of Encino', Encino Chamber of Commerce, Bureau of Street Service, Department of Transportation, County of Los Angeles, and the City of Los Angeles, the Vendor/Exhibitor shall not be entitled to any refund. Please note that the 2009 'A Taste of Encino' has no scheduled "rain date" or "postponement date". Optional "Rain Insurance" is available at an additional cost.

Please make a reservation in our name for the 2009 'A Taste of Encino' as a participating Sponsor/Vendor/Exhibitor. Enclosed please find a check in the amount of \$ _____ (made payable to the ECC). We have read your Vendor/Exhibitor Information Package, as well as, the details of this reservation form including the important paragraphs on Permits, Taxes, Insurances, Indemnification and Cancellation and we agree to be bound by its contents.

Sponsor/ Vendor / Exhibitor _____ **Date** _____

Print Name _____ **Authorized Signature** _____

Title _____ **Tele: (_____) _____ - _____** **Fax: (_____) _____ - _____**

Email Address: _____ **Website:** _____