

**Newport
34th Annual
SEAFOOD
&
WINE
FESTIVAL**



**Hollywood
and Vine—
Take 34**

STARRING...

**SPONSORSHIP
OPPORTUNITIES**



34th Annual Newport Seafood & Wine Festival
***The Original and Still the Best*™**

OVERVIEW

The Festival is produced by the Greater Newport Chamber of Commerce. It is staffed by more than 350 community volunteers, community groups, residents, Seafood & Wine Festival Committee, Greater Newport Chamber of Commerce employees and its Board Members. The entire community comes together to make this an extraordinary event!

Expected Attendance: 20,000 over three days

Sponsor Locations: Our goal is to place our sponsors in the highest traffic areas throughout the Festival.

Beneficiaries: All proceeds support year-round programs of the Greater Newport Chamber of Commerce and 19 non-profit groups. These programs support local businesses and provide residents with community oriented activities that involve local organizations and schools of Newport.

Location: 2320 OSU Drive, in a tented venue in the South Beach Marina, near Rogue Ales Warehouse.

Dates and Times: Friday, February 25 Saturday, February 26 Sunday, February 27
 2:00 pm to 9:00 pm 10:00 am to 6:00 pm 10:00 am to 4:00 pm

FESTIVAL PRODUCER

GREATER NEWPORT CHAMBER OF COMMERCE
Newport Seafood & Wine Festival
555 SW Coast Highway
Newport, OR 97365

Company Website: www.newportchamber.org

Sponsorship Coordinator
Kim Voetberg
Tel. 541-265-8801
Fax 541-265-5589
Email: kim@newportchamber.org



34th Annual Newport Seafood & Wine Festival
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SPONSORSHIP BENEFITS

- Exceptional opportunity to reach the Central Coast market. Extensive coverage of the Festival through places including Oregon Coast Today, KGW-TV, The Oregonian, Oregon Wine Press, local news venues, web connections, radio broadcasting, and social media including FaceBook, beachconnections.net, Comcast and others.
- Image branding with a high profile concentration on the Oregon coast, that truly sends the “right” message about your brand of community involvement, support for a worthy organization, and a popular local event.
- Demonstrate or test market your product and receive instant responses.
- Develop cross-promotional opportunities and new business relationships.
- Expand current contacts.
- Reach a large audience with repeated impressions, depending on sponsorship level.

SPONSORSHIP PROGRAMS

We welcome sponsorships at any level of support. We respect your decision to invest in the Newport Seafood & Wine Festival and appreciate your generous donation to the Festival. We are committed to affording you and your company the maximum visibility and benefit.

Early Bird Special

Sign up today! Be one of the Early Birds to have your company’s logo and your website link on the Official Newport Seafood & Wine Festival website.

In-Kind Sponsorship

In-kind sponsorships can be earned through participation in events, contribution of goods or services which add promotion or incentive to the Newport Seafood & Wine Festival and Greater Newport Chamber of Commerce. The value of in-kind donations can be combined with cash donations to attain higher sponsorship levels. Some donations which save out-of-pocket expenditure can be treated as cash contributions at the discretion of the Greater Newport Chamber of Commerce.

Call Kim Voetberg at 541-265-8801 for more information.



Diamond Level Sponsorship

**THE PRODUCER
“PRESENTING (\$7,500)”**

Exclusive Package

Print Media:

·Inclusion of your logo as the exclusive presenting sponsor of the Festival in all print advertising done by the Newport Chamber of Commerce.

Radio:

·Your Company Name included in 100% of Seafood & Wine Festival radio ad spots on a rotating schedule.
·Six radio interviews on Chamber in Action.

Website:

·Your logo with link on the Official Seafood & Wine Festival Website and FaceBook (over 3,000 fans).
·One interview on Chamber Moments for website video advertisement.

Official Guide:

·Your company name and logo included in the Official Guide, distributed throughout the county and to each attendee at the event and beyond.
·Logo displayed in the Official Guide under sponsorships.
·One Full page advertisement in the Official Guide.

On-Site:

·Booth Space—a 10 x 10 entrance booth at main entryway to the Festival.
·Banner Space—You will be entitled to two banners, provided by you, prominently displayed on the Festival grounds.

Promotion:

·Recognition as official sponsor at all Festival Promotions.
·A news release about your Sponsorship will be included.
·Permission to use the Newport Seafood & Wine Festival name and/or logo in any pre-approved promotion of the Festival.

VIP Package including:

Complimentary 3 Day Admission passes with wine glasses (amount negotiable)
Complimentary Sponsorship Party passes



Platinum Level Sponsorship

**THE DIRECTOR
“E-TICKET (\$5,000)”**

Print Media: ·Inclusion of your logo in all print advertising.

Radio: ·Your Company Name included in 50% of Seafood & Wine Festival radio ad spots on a rotating schedule.
·One radio interview on Chamber in Action.

Website: ·Your logo with link on the Official Seafood & Wine Festival Website and FaceBook (over 3,000 fans).
·One interview on Chamber Moments for website video advertisement.

Official Guide: ·Your company name and logo in the Official Guide, which is distributed throughout the county and to each attendee at the event and beyond.
·Logo displayed in the Official Guide under sponsorships.
·One 1/2 page advertisement in the Official Guide.

On-Site: ·Banner Space—You will be entitled to one banner, provided by you, prominently displayed on the Festival grounds.

Promotion: ·Recognition as official E-Ticket sponsor at all Festival Promotions.
·A news release about your Sponsorship will be included.
·Permission to use the Newport Seafood & Wine Festival name and/or logo in any pre-approved promotion of the festival.

VIP Package including:

Complimentary 3 Day Admission passes with wine glasses (amount negotiable)
Complimentary Sponsorship Party passes



Gold Level Sponsorship

THE SCREENPLAY (\$2,500)

Print Media: Inclusion of your logo in all print advertising (excluding E-Tickets).

Radio: ·One radio interview on Chamber in Action.

Website: ·Your logo with link on the Official Seafood & Wine Festival Website and FaceBook (over 3,000 fans).

Official Guide: ·Your company name and logo in the Official Guide, distributed throughout the county and to each attendee at the event and beyond.
·Logo displayed in the Official Guide under sponsorships.

On-Site: ·Banner Space—You will be entitled to one banner, provided by you, prominently displayed on the Festival grounds.

Promotion: ·Listed as sponsor at all Festival Promotions.
·A news release about your Sponsorship will be included.
·Permission to use the Newport Seafood & Wine Festival name and/or logo in any pre-approved promotion of the Festival.

VIP Package including:

Complimentary 3 Day Admission passes with wine glasses (amount negotiable)
Complimentary Sponsorship Party passes

**Includes One Option: please select one option from the following
Screenplay List (next page)**

Gold Level Sponsorship (cont.)

SCREENPLAY OPTIONS

SPONSOR PARTY

(This is limited to one sponsor on a first come first served basis)

- Sponsor Party, traditional luncheon at the Oregon Aquarium will on the Thursday preceding the Festival.
- Welcome/Opening Address by Sponsor
- Sponsor name/logo in all communications, mailings, and tickets for this event.

VENDOR LUNCHEON

(This is limited to one sponsor on a first come first served basis)

- Sponsor of SWF Vendor Lunch on Friday of Festival at noon.
- Banner/Signage supplied by Sponsor for display during Vendor Luncheon and during the Festival.
- Sponsor name/logo will be referenced in all printed materials to vendors

WINE GLASS BOOTH

(This is limited to one sponsor on a first come first served basis)

- Your logo and Festival logo on each wine glass resulting to Sunday Wine Glass Giveaway, for first 500 patrons.
- Sponsor to provide banner for Wine Glass Booth.

SHUTTLE BUS

- Sponsor name/logo on all the Seafair Wine Festival Bus Stop signs to be shared with the Bus Stop sponsor.

Silver Level Sponsorship
(choose one)

**25TH ANNIVERSARY
COMMERCIAL WINE COMPETITION (\$1,000)**

(This is limited to seven sponsors on a first come first served basis)

- Print Media:** ·Inclusion of Your logo in all print advertising.
- Radio:** ·One interview on Chamber in Action.
- Website:** ·Your logo with link on the Official Seafood & Wine Festival Website and FaceBook (over 3,000 fans)
- Official Guide:** ·Your company name and logo in the Official Guide, distributed throughout the county and to each attendee at the event.
·Logo displayed in the Official Guide under sponsorships.
- On-Site:** ·Banner Space— You will be entitled to one banner, provided by you, prominently displayed on the Festival grounds.
- Promotion:** ·Listed as sponsor at all Festival Promotions.
·Permission to use the Newport Seafood & Wine Festival name and/or logo in any pre-approved promotion of the Festival.

OUTDOOR PATIO (designated smoking area \$1,000)

(This is limited to seven sponsors on a first come first served basis)

- Print Media:** ·Inclusion of Your logo in all print advertising.
- Radio:** ·One interview on Chamber in Action.
- Website:** ·Your logo with link on the Official Seafood & Wine Festival Website and FaceBook (over 3,000 fans)
- Official Guide:** ·Your company name and logo in the Official Guide, distributed throughout the county and to each attendee at the event.
·Logo displayed in the Official Guide under sponsorships.
- On-Site:** ·Banner Space— You will be entitled to one banner, provided by you, prominently displayed inside the Outdoor Patio zone.
- Promotion:** ·Listed as sponsor at all Festival Promotions.
·Permission to use the Newport Seafood & Wine Festival name and/or logo in any pre-approved promotion of the Festival.

VIP Package including:

- 2 Complimentary 3 Day Admission passes with wine glasses
- 2 Complimentary Sponsor Party passes



Bronze Level Sponsorship
(choose one)

CAFÉ TABLES (\$500)

(This is limited to 31 sponsors on a first come first served basis)

- Print Media:** ·Inclusion of Your logo in all print advertising.
- Website:** ·Your logo with link on the Official Seafood & Wine Festival Website and FaceBook (over 3,000 fans)
- Official Guide:** ·Your company name and logo in the Official Guide, distributed throughout the county and to each attendee at the event and beyond.
·Logo displayed in the Official Guide under sponsorships.
- On-Site:** ·Café Table – Your Company Information on an exclusive Flyer displayed on the Café Table.

VENDOR LOUNGE (\$500)

(This is limited to three sponsors on a first come first served basis)

- Print Media:** ·Inclusion of Your logo in all print advertising.
- Website:** ·Your logo with link on the Official Seafood & Wine Festival Website and FaceBook (over 3,000 fans)
- Official Guide:** ·Your company name and logo in the Official Guide, distributed throughout the county and to each attendee at the event and beyond.
·Logo displayed in the Official Guide under sponsorships.
- On-Site:** ·Banner Space— You will be entitled to one banner, provided by you, prominently displayed outside the vendor lounge.

VIP Package including:

- 2 Complimentary 3 Day Admission passes with wine glasses
- 2 Complimentary Sponsor Party passes



BUS STOP LEVEL

BUS STOP (\$150)

(This is limited to 19 sponsors on a first come first served basis)

Website:

·Your logo with link on the Official Seafood & Wine Festival Website and FaceBook (over 3,000 fans)

Official Guide:

·Your company name and logo in the Official Guide, distributed throughout the county and to each attendee at the event.
·Logo displayed in the Official Guide under sponsorships.

Bus Stop:

·Bus Stop signs are placed in designated routes.
·Bus Stop– Your company name and logo on Bus Stop Sign.
·Name on shuttle map. (Tear off map, in Official Guide, and posted on website).

FESTIVAL PROGRAM AD SPECIFICATIONS **AND DELIVERABLES**

Ad Sizes

The Newport News Times will be contacting you for your advertisement .

Radio Interview

Chamber in Action. Monday morning radio talk show on KNPT 1310 AM at 8:35 am. You will receive a certificate to be redeemed by making an appointment with Sheena Scarberry 541-265-8801.

Website Logo

Please email the company logo in 125 pixels wide. The logos are due at time of signing the contract.

Bus Stop Logo

Please email the company logo at time of signing the contract.

Banners

Please deliver your banner to the Newport Chamber of Commerce Office by Tuesday, February 1, 2011. You are responsible to pick up your banner by Friday, March 11, 2011.

Event Tickets and Sponsorship Tickets

The Event and Sponsorship tickets will be mailed to you by Friday, February 4, 2011.

SPONSOR COMMITMENT FORM

STEP 1: CHOOSE YOUR SPONSORSHIP LEVEL

- DIAMOND \$7,500 "The Producer"**
- PLATINUM \$5,000 "The Director—E Ticket"**
- GOLD \$2,500 "The Screenplay" (choose one of the following)**
 ___ Sponsor Party ___ Vendor Luncheon
 ___ Wine Glass Booth ___ Shuttle Bus
- SILVER \$1,000 "Act I" (choose one of the following)**
 ___ "25th Ann. Commercial Wine Competition" ___ "Outdoor Patio"
- BRONZE \$500 "Act II" (choose one of the following)**
 ___ "Café Tables" ___ "Vendor Lounge"
- BUS STOP \$150 "The End" Bus Stop Signs**

Sponsorship Package Level Total \$ _____

Deposit due on signing
(50% of the Sponsor Package Level) \$ _____

Balance Due
(by February 1, 2011) \$ _____

STEP 2: PROVIDE SPONSOR INFORMATION

Company Name _____ Main Contact _____
(list exactly the way you wish to have your publicity noted)

Title _____ Email _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Website _____

PLEASE MAIL OR FAX COMPLETED FORM WITH CREDIT CARD INFO OR CHECK TO:

Greater Newport Chamber of Commerce
Attn: Kim Voetberg, Sponsorship Coordinator
555 SW Coast Hwy.
Newport, OR 97365
541-265-8801 Phone
541-265-5589 Fax

*****THE DEADLINE FOR THE FIRST RIGHT OF REFUSAL
IS SEPTEMBER 17, 2010*****

CONFIDENTIAL CREDIT CARD BILLING FORM

34th Annual Seafood and Wine Festival

Payment by ___VISA ___MC ___DISCOVER

Total Due: _____
Credit Card Number: _____
Billing Zip Code _____
Expiration Date: _____

All Newport Seafood and Wine Festival credit card sales are made through the Greater Newport Chamber of Commerce. I AUTHORIZE "Greater Newport Chamber of Commerce" TO CHARGE ABOVE CREDIT CARD FOR SERVICES RENDERED. Your credit card will not be billed until your sponsor registration has been selected to participate in the 2011 Seafood and Wine Festival.

If your credit card is declined at time of sponsor registration acceptance, your registration will be declined.

Signature

Date