



MORGAN HILL
MUSHROOM
Mardi Gras

A Non-Profit Organization

33rd Annual

May 26-27, 2012

Sponsorship Packet



PREPARED BY:

Sunday Minnich, Executive Director
Morgan Hill Mushroom Mardi Gras
305 Vineyard Town Center
Morgan Hill, CA 95037
Phone 408-778-1786
Fax 408-782-0030
info@mhmmg.com
www.mhmmg.com

SPONSORSHIP OVERVIEW

33rd Annual Mushroom Mardi Gras Festival

The Mushroom Mardi Gras invites you to participate in this excellent opportunity to promote your business, your community, and especially support our young students. By participating...

- ✓ We will work with you to provide your company with a unique marketing and promotional program that will deliver the results you want.
- ✓ Sponsors have a wonderful opportunity to participate in an extensive media campaign, a targeted audience with disposable income, and numerous opportunities for cross-promotion.

DATE & TIME ~	Saturday May 26 from 10am – 7pm & Sunday, May 27 from 10am to 6pm.
LOCATION ~	Downtown Morgan Hill on the grounds of the Morgan Hill Community Center, Amphitheater and surrounding area, located on the corner of Monterey & Dunne Avenue and utilizing the newly refurbished Depot Street
ADMISSION ~	FREE Admission & Parking
ATTENDANCE ~	Projected attendance is 70,000+ over two days
EVENT DESCRIPTION ~	Arts & Crafts; Gourmet Food Booths; Mushroom Display & Exhibit; Wine Tent, featuring local wines; Beer Gardens and microbrews; Strolling Musicians and Live Entertainment; Munchkin Land, featuring rides, crafts, and children's entertainment; local business exhibits and community non-profit group displays
ADVERTISING ~	Advertising is done through local and regional radio stations, network and cable television stations, magazines and newspapers, as well as posters, signage and postcards. Targeted geographical area includes the Counties of Santa Clara, San Benito, Monterey, Santa Cruz and San Francisco. Promotions are also done by listings on festival websites throughout the internet.
MISSION ~	The mission of the Mushroom Mardi Gras Festival (a non-profit 501(c)3 corporation), is to provide a fun and entertaining family festival with an emphasis on promoting the mushroom and educating consumers about the health benefits of mushrooms, all while financially awarding scholarships to high school seniors living within the boundaries of the Morgan Hill Unified School District and monetary donations to local non profit clubs and organizations. The Festival has awarded over \$700,000 in scholarships and over \$350,000 to local non-profits over the past 33 years.

SPONSORSHIP LEVELS

- Presenting Sponsor** *(Limited to one sponsor)* **\$10,000**
- Business name/logo associated with entire festival as presenting sponsor.
 - Large space at the festival (TBD based on needs) in high traffic location, including tent, tables & chairs.
 - 10 passes and all benefits provided in the Sponsor VIP Lounge (see flyer)
 - Recognition in all media and promotional materials, TV, Radio, program, posters, postcards, publications, website, etc.
 - Editorial write up and picture in festival program
 - Full page ad on back cover of festival program
 - Individual banner(s) displayed in prominent location(s) throughout festival
 - Product exclusivity at festival
 - Logo on sleeve of souvenir t-shirts and souvenir t-shirts
 - Introduction and small speech introducing your company (2-3 minutes) at main stage during scholarship awards
 - Other perks to be negotiated
- Platinum Sponsor** **\$7500**
- Large space at the festival (TBD based on needs) in high traffic location
 - Recognition as Platinum Sponsor in all media and promotional materials, TV, program, posters, postcards, publications, website, etc.
 - 8 passes and all benefits provided in the Sponsor VIP Lounge (see flyer)
 - Individual banner(s) displayed in prominent location(s) throughout festival
 - Product exclusivity at festival
 - Souvenir T-Shirts
 - Introduction at main stage during scholarship awards
 - Other perks to be negotiated
- Gold Sponsor** **\$5000**
- 10x20 space in high traffic location, including tent, 4 chairs and 2 tables.
 - Product exclusivity at festival
 - Recognition as Gold Sponsor in all media and promotional materials, TV, program, posters, postcards, publications, website, etc.
 - 6 passes and all benefits provided in the Sponsor VIP Lounge (see flyer)
 - Individual banner(s) displayed in prominent location(s) throughout festival
 - Souvenir T-Shirts
 - Introduction at main stage during scholarship awards
 - Other perks to be negotiated
- Silver Sponsor** **\$2500**
- 10x10 space in high traffic location, including tent, 2 chairs and 1 table.
 - Recognition as Silver Sponsor in specific media and promotional materials, TV, program, postcards, publications, website, etc.
 - 4 passes and all benefits provided in the Sponsor VIP Lounge (see flyer)
 - Individual banner(s) displayed in prominent location(s) throughout festival
 - Souvenir T-Shirts
 - Introduction at main stage during scholarship awards
 - Other perks to be negotiated

- Bronze Sponsor** **\$1500**
- 10x10 space in high traffic location. Tent not included.
 - Recognition as Bronze Sponsor in specific media and promotional materials, program, postcards, publications, website, etc.
 - 2 passes and all benefits provided in the Sponsor VIP Lounge (see flyer)
 - Name recognition on sponsorship banner(s) displayed in prominent location(s) throughout festival
 - Souvenir T-Shirts
 - Introduction at main stage during scholarship awards
 - Other perks to be negotiated

- Wine Tent Sponsor** *(Limited to one sponsor)* **\$2000**
- 10x10 space next to wine tent or other location of choice as determined.
 - Recognition as Wine Tent Sponsor in specific media and promotional materials, program, postcards, publications, website, etc.
 - 2 passes and all benefits provided in the Sponsor VIP Lounge (see flyer)
 - Can provide volunteers to help pour wine
 - Company information and banner at wine tent
 - Individual banner(s) displayed in prominent location(s) throughout festival
 - Souvenir T-Shirts
 - Introduction at main stage during scholarship awards
 - Other perks to be negotiated

- Entertainment Sponsor** *(Limited to one sponsor)* **\$5000**
- 10x10 space next to stage or other location of choice as determined.
 - Main Stage named after sponsor. All stage publicity under sponsors name
 - 4 passes and all benefits provided in the Sponsor VIP Lounge (see flyer)
 - Recognition as Entertainment Sponsor in specific media and promotional materials, TV, program, postcards, publications, website, etc.
 - Individual banner(s) displayed in prominent location(s) throughout festival
 - Souvenir T-Shirts
 - Introduction at main stage during scholarship awards
 - Other perks to be negotiated

- MunchkinLand Ride Sponsor** *(Limited to ten sponsors)* **\$250**
- Recognition as Sponsor in specific media and promotional materials, program, website, etc.
 - 1 pass and all benefits provided in the Sponsor VIP Lounge (see flyer)
 - Company banner on fencing around ride recognizing you as the ride sponsor
 - Souvenir T-Shirt
 - Other perks to be negotiated

Scholarship Sponsor **\$1000**

For each scholarship sponsor we receive, we will award an additional scholarship to a high school senior, which will increase the amount of scholarships we will award this year.

- Name recognition as a scholarship sponsor in our program & website
- 2 passes and all benefits provided in the Sponsor VIP Lounge (see flyer)
- Name recognition at the awards presentation at the festival each day

Donating Sponsor

Minimum \$200

- Recognition as Donating Sponsor in program & website.
- Passes (TBD based on donation) and all benefits provided in the Sponsor VIP Lounge (see flyer)
- Other perks to be negotiated

SPONSORSHIP SIGN-UP

_____ **YES!** I would like to support education and non-profit organizations by being a part of the Morgan Hill Mushroom Mardi Gras sponsorship program.

Company Name: _____

Contact: _____

Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

I am interested in being the _____ Sponsor
in the amount of \$ _____

Donations in any amount also greatly appreciated!

**We accept Checks, Money Orders,
Visa, Mastercard & American Express**

Please make checks payable to: Mushroom Mardi Gras or MHMMG

Please mail to: Morgan Hill Mushroom Mardi Gras
305 Vineyard Town Center, #184
Morgan Hill, CA 95037

or email information to:

mmgf@mhmushroommardigras.com

We thank you for your consideration and look forward to seeing you
at the 33rd Annual Mushroom Mardi Gras Festival, May 26-27, 2012



CREDIT CARD APPLICATION

Please fill out the following and return with your vendor application if you would like to use a credit card to pay for your Sponsorship

Name as it appears on Credit Card _____

Credit Card Billing Address _____

Credit Card City, ST & Zip _____

Visa Mastercard AMEX

Credit Card Number _____ Exp _____

I authorize the Morgan Hill Mushroom Mardi Gras to charge my credit card for:

Amount to be charged \$ _____

Signature: _____