



SPONSORSHIP OPPORTUNITIES

28th Annual 'A Taste of Encino'

Sunday, October 11, 2015

Applications,
Insurance &
Payments Due By:
September 10th

BRONZE SPONSOR \$1,500

1. **Logo placement** in written advertising.
2. **Logo placement** on Sponsor Board at Entertainment Stage & Chamber Booth.
3. **Logo placement/company name displayed** on our official event website & Chamber website with a link to your website.
4. **10 x 10 Canopy Booth** including one 8' table and two chairs will be provided to display products and/or services.
5. **Booth sign** with your company name.
6. **Contractual use of the 28th Annual 'A Taste of Encino' name & logo in your advertising & promotions.** This recognition through association with one of Southern California's most popular events is an excellent way to display community support and spirit.
7. ***Automobile Dealers** – Showcase **1 car** on event site. Subject to Los Angeles Fire Department regulations.

SILVER SPONSOR \$2,500

1. **All benefits of the Bronze Sponsor PLUS**
2. **Your company name on a festival banner** displayed at the event site at one of the entry points.
3. **Three social media ad postings** (ad provided by your company) to the Encino Chamber social media sites.
4. ***Automobile Dealers** – Showcase **3 cars** on event site. Subject to Los Angeles Fire Department regulations.

GOLD SPONSOR \$5,000

1. **All benefits of the Bronze and Silver Sponsorship PLUS**
2. Booth size upgraded to **10 x 20 Canopy Booth** will be provided to display products and/or services.
3. Your company name displayed on **your own 6-ft banner** at one of the entry points.
4. **One additional social media ad posting** (ad provided by your company) to the Encino Chamber social media sites.
5. **Two W.E.B. (Weekly Email Broadcast) ads** promoting your company (ad provided by your company).
6. Your company name or logo displayed on a **Media Wall at the Entertainment Stage**.
7. A company representative **introduced and recognized on the Entertainment Stage**.
8. ***Automobile Dealers** – Showcase **4 to 5 cars** on event site. Subject to Los Angeles Fire Department regulations.

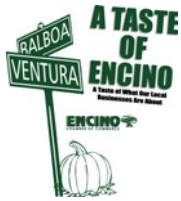
PLATINUM SPONSOR \$10,000

1. **All benefits of the Bronze, Silver and Gold Sponsorship PLUS**
2. **One additional social media ad posting** (ad provided by your company).
3. **One additional W.E.B. ad** promoting your company (ad provided by your company).
4. **Exclusivity for your "type" of business.**
5. **Your company name announced** on any radio or TV Promotions we may do to promote the event.

TITLE SPONSOR \$25,000 (limit 1)

1. **All benefits of the Bronze, Silver, Gold & Platinum Sponsorship PLUS**
2. **Top billing as TITLE SPONSOR on ALL advertising and promotions** we may do to promote the event.
3. **One monthly social media ad posting for a year** (ad provided by your company) to the Encino Chamber social media sites.
4. One additional W.E.B. ad promoting your company (ad provided by your company).
5. Your products and/or services as **the "Official" event product and/or service** featured at 'A Taste of Encino.'
6. Booth size upgraded to **20 x 20 Canopy Booth** will be provided to display products and/or services.

***This is an additional benefit for Automobile Dealers only.**



**SPECIAL
SPONSORSHIP OPPORTUNITIES**
28th Annual 'A Taste of Encino'
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Entertainment Stage Sponsor \$5,000

1. **Logo placement** in all written advertising & promotional materials (except banners).
2. **Logo placement** on Sponsor Board at Entertainment Stage & Chamber Booth.
3. **Logo placement/company name displayed** on our official event website & Chamber website with a link to your website.
4. **10 x 10 Canopy Booth** will be provided to display products and/or services in the area of the Entertainment Stage.
5. **Booth sign** with your company name.
6. **Contractual use of the 28th Annual 'A Taste of Encino' name & logo in your 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.
7. **Your company name displayed on a festival banner over the ENTERTAINMENT STAGE.**

Cooking Stage Sponsor \$5,000

1. **Logo placement** in all written advertising & promotional materials (except banners).
2. **Logo placement** on Sponsor Board at Cooking Stage, Entertainment Stage & Chamber Booth.
3. **Logo placement/company name displayed** on our official event website & Chamber website with a link to your website.
4. **10 x 10 Canopy Booth** will be provided to display products and/or services in the area of the Cooking Stage.
5. **Booth sign** with your company name.
6. **Contractual use of the 28th Annual 'A Taste of Encino' name & logo in your 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.
7. **Your company name displayed on a festival banner displayed at the Cooking Stage.**



SPONSORSHIP
Participation Application
28th Annual 'A Taste of Encino'
Sunday, October 11, 2015

Applications,
Insurance &
Payments Due By:
September 10th

Company Name _____
Representative _____
Address _____
Phone _____ Cell _____ Fax _____
Email _____ Website _____

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

\$ _____ **Is this an In-Kind Donation?** *Circle One:* YES NO

Are you interested in a booth? *Circle yes or no:* YES / NO

Booth Size _____

Do you need Electricity? *Circle yes or no:* YES / NO

Section _____

Banner/sign should read _____

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

Please note: A verification of insurance and signed Pages 2 AND 3 MUST accompany your application.
See insurance Information & Indemnification Agreement on page 2 for details on other materials
that MUST be provided. Application does not guarantee acceptance.

Sponsorship Benefits:

1. All parties agree _____ shall be designated as an Official Sponsor of the 28th Annual 'A Taste of Encino' at the designated sponsorship level chosen.
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. Subject to the terms & conditions on the "Sponsorship Opportunities" application.
4. Sponsor has the right to use the 'A Taste of Encino' logo and name on its own advertising/promotional materials. Subject to the terms & conditions on the "Sponsorship Opportunities" application.
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. Subject to the terms & conditions on the "Sponsorship Opportunities" application.

Sponsor Obligations:

1. **Sponsor** _____ shall pay the 'A Taste of Encino' a promotional fee of \$ _____.
(*Check made payable to 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 a sample 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.

28th Annual 'A Taste of Encino' ~ Sunday, October 11, 2015

2015 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 City, 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 City of Los Angeles, the County of Los Angeles and the State of California. Vendor/Exhibitor agrees to defend and indemnify The Encino Chamber of Commerce and its Officers, Directors, Members, agents, employees and representatives from any and all claims, demands or actions relating to any liability relating to all permits and taxes.

INSURANCE REQUIREMENTS:

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's. Said certificate shall be in effect for the period including, but not limited to, 12:00am on Sunday, October 11, 2015 through 11:30pm on Sunday, October 11, 2015.

Said insurance shall be primary to, and not in conflict with any other insurance maintained by the above mentioned "additional insured's". Insurance shall include, but not be limited to, Comprehensive General Liability endorsed to Premises, Operations, Contractual Broad 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' and the Encino Chamber of Commerce shall then be entitled to deny Vendor/Exhibitor from participating at this event 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 Insured's" or provide an extended coverage period for all applicable statutes of limitations beginning upon termination or cancellation of Vendor/Exhibitor involvement in the 2015 '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. **Insurance Certificates must be received no later than September 10, 2015.** 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, and in addition to the other provisions herein, Vendor/Exhibitor assumes all responsibility for the sales of its products, materials and/or services and the actions by any of its participants, employees, representatives or agents occurring immediately before, during or after the 2015 A Taste of Encino. By its signature below, Vendor/Exhibitor agrees to indemnify, defend, save and hold harmless the 2015 A Taste of Encino, Encino Chamber of Commerce and its Officers, Directors, Members, agents, employees and representatives, Bureau of Street Services, 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 2015 'A Taste of Encino'.

CANCELLATION:

If the 2015 'A Taste of Encino' is canceled in total or part for any reason/cause by the 2015 'A Taste of Encino', Encino Chamber of Commerce, Bureau of Street Services, Department of Transportation, County of Los Angeles or the City of Los Angeles, the Vendor/Exhibitor shall not be entitled to any refund. Please note that the 2015 '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 2015 'A Taste of Encino' as a participating 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 terms and contents.

This page MUST be read, signed and sent back along with pages 1 & 3 in order to be considered for acceptance.

Sponsor/ Vendor / Exhibitor _____ Date _____

Print Name _____ Authorized Signature _____

Title _____

28th Annual 'A Taste of Encino' ~ Participation Agreement Information

SALES AND BOOTH REQUIREMENTS:

1. Acceptance into the event does not constitute exclusivity. Booth spaces are not guaranteed and are chosen by the Encino Chamber of Commerce at its discretion.
2. Space (Booths) cannot be shared. Space (booths) must conform to size restrictions on all sides and not infringe on walkways or neighboring booths/spaces. All spaces (booths) must be appropriate for family viewing. No drug related items will be sold.
3. No food or beverages may be sold or served in booth or by you or representatives of your company unless you are a designated "Restaurant" booth, have paid the additional fees and have an official event permit.
4. Alcoholic beverages are prohibited on event grounds except in the designated 'Beverage Garden' area should one exist. The sale and consumption of alcohol is specifically limited to those items sold in the 'Beverage Garden' should one exist and must be consumed in the 'Beverage Garden'. The Encino Chamber reserves the right to not serve or permit any alcoholic beverages throughout the event.
5. Participants must sell from their designated space only; no roving or moving to another location without permission from the Encino Chamber of Commerce or the Taste of Encino Directors.
6. The Encino Chamber of Commerce reserves the right to deny the sale of any item based on quality, uniqueness and product mix. Commercially manufactured wares or exhibits will be allowed in the event. These items will be set up in locations determined by the Encino Chamber of Commerce.
7. Each vendor selling a product must have their California State Board of Equalization sellers permit available for inspection on the day of the event and is responsible for collection of sales tax.
8. Any company or individual providing a medical service, whether for payment or at no cost, must provide a detailed list and description of such services and obtain prior approval of the Encino Chamber of Commerce no later than September 10, 2015.

SET-UP:

9. Event hours are from 10am to 5pm. Setup begins at 6am.
10. Vehicles will enter from Paso Robles South, and move to an assigned location given to you when you enter on Sunday morning. You are permitted to bring only one vehicle onto the setup area.
11. Your vehicle must be immediately removed from the venue after unloading and moved to your assigned parking lot. All vehicles must be off Ventura Blvd. (event site) by 9:00 am. No Exceptions.
12. Your space may be forfeited if you are not completely set up by 9:30am. If you arrive later, you may be denied access to the venue to set up your booth/space.

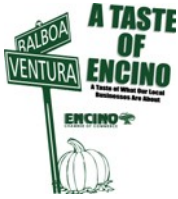
CLOSING PROCEDURES:

13. No vendors may vacate their booth until 5:00 p.m. This means, you may not close, breakdown, 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.
14. Break Down starts at 5pm. Please pack all your belongings before you bring your vehicle on to Ventura Blvd.
15. Vendor and its agents are responsible for removing all personal and other property brought to or for the event, including, but not limited to vendor's and its agent's vehicle, equipment, materials, signage, booth construction, lighting, canopy, chairs, goods, items to be sold and the like from the event site no later than 6:30 p.m. on the date of the event.
16. Participants are responsible for set-up and tear down of their own displays. All participants must clean their area and take all trash to the bin located behind the Encino Chamber office before leaving at the end of day.

PARTICIPANT/VENDOR RESPONSIBILITIES:

17. A Taste of Encino and the Encino Chamber of Commerce are not responsible for damage, loss, theft or destruction to any item of personal property of vendor, it's employees, representatives or agents or other property brought to or for the event, including, but not limited to vehicles, equipment, materials, signage, booth construction, lighting, canopy, chairs, goods, items to be sold and the like.
18. Participants will cooperate in any way necessary to provide a safe and enjoyable event for festival goers as well as fellow participants. Participants must comply with fire codes and the directions of any fire or police personnel.
19. No dogs or pets of any kind are allowed in or near food preparation areas (except service animals).
20. All vendor participants must have their own liability insurance.
PLEASE SEE INSURANCE DETAILS ON PAGE 2 OF APPLICATION.

Signature _____ Date _____



2015 A TASTE OF ENCINO SAVINGS PACKAGE

SAVINGS PACKAGE #1 **DISCOUNT FOR ANY TYPE OF PARTICIPANT**

**EARLY BIRD SPECIAL ~ 10% DISCOUNT ON BOOTH FEE IF PAPERWORK IS
RECEIVED AND FEES ARE PAID BY JUNE 15, 2015!**

Booth Fee is either (10 x 10 or 10 x 20) Space Only or (10 x 10 or 10 x 20) w/canopy.
Discount does not apply to Electricity, Rain Insurance, Permit Fees
or any other additional fee.

**Your packet/payment must be received in our office, the Encino Chamber of Commerce, no
later than 4pm on Monday, June 15, 2015.**

SAVINGS PACKAGE #2 **DISCOUNT for NON-CHAMBER MEMBERS**

**PARTICIPATE in the 2015 'A Taste of Encino and YOU ARE ELIGIBLE for a DISCOUNTED, NEW,
ONE-YEAR MEMBERSHIP in the Encino Chamber of Commerce.**

EXAMPLE OF SAVINGS:

Non-Member Business/Wellness Booth - 10x10 w/canopy = \$625
BASIC TIER One Year Membership Fee \$340
One-Time Set-Up Fee = \$25
GRAND TOTAL = \$990

A 2015 'A Taste of Encino' Membership Package = \$664
(The example uses the Basic Tier One-Year Membership* and 10x10 Taste Business Booth w/canopy)

"SAVINGS PACKAGE #2" represents a **15% discount** on the first year Basic Tier membership dues;
NO set-up fee
PLUS Member Pricing on a Taste Booth

SAVINGS PACKAGE 1 AND 2 CAN BE COMBINED
If you qualify with the terms offered with both packages...

Call the Encino Chamber of Commerce for more details 818-789-4711