

ENCINO FAMILY FESTIVAL – SUNDAY, OCTOBER 8, 2017

SPONSORSHIP OPPORTUNITIES & Participation Application

Due by September 15, 2017

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 posting for a year** (provided by your company, subject to Encino Chamber approval) 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.

PLATINUM SPONSOR \$10,000

1. **All benefits of the Bronze, Silver and Gold Sponsorship PLUS**
2. **One additional social media posting** (provided by your company, subject to Encino Chamber approval).
3. **One additional W.E.B. ad** promoting your company (ad provided by your company, subject to Encino Chamber approval).
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.

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 posting** (provided by your company, subject to Encino Chamber approval) to the Encino Chamber social media sites.
5. **Two W.E.B. (Weekly Email Broadcast) ads** promoting your company (ad provided by your company, subject to Encino Chamber approval).
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.

Entertainment Stage Sponsor \$4,000

1. All benefits of the Bronze & Silver Sponsor PLUS
2. Your company name displayed on a festival banner over the ENTERTAINMENT STAGE.
3. Your company provides a CO-EMCEE.

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 postings (provided by your company, subject to Encino Chamber approval) to the Encino Chamber social media sites.
4. **Automobile Dealers* – Showcase 3 cars on event site.

BRONZE SPONSOR \$1,500

1. Logo placement in all written advertising & promotional materials.
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 30th Annual 'Encino Family Festival' 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.

COMMUNITY SPONSOR \$500

1. Logo placement in some written advertising & promotional materials.
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.

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

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Sponsor Participation Application - Due by September 15, 2017

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

Sponsorship Level: *Circle One:* TITLE PRESENTING PLATINUM GOLD STAGE SILVER
BRONZE COMMUNITY **SPONSOR AMOUNT \$** _____

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

Banner/sign should read _____

Please note: A verification of insurance MUST accompany your application by the deadline date.
Application submission does not guarantee acceptance.

Sponsorship Benefits:

1. All parties agree _____ shall be designated as an Official Sponsor of the 30th Annual 'Encino Family Festival'. As part of this Sponsorship Agreement, the Sponsor will receive a _____ (size) booth.
2. The Sponsor name and/or Logo will appear on all advertising and promotional materials wherever applicable (based on level of sponsorship). 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.
3. Sponsor has the right to use the 'Encino Family Festival' logo and name on its own advertising or promotional materials.
4. Sponsor product banners may be placed at the venue. These banners may not exceed 5'x10' and must be approved in advance by the 'Encino Family Festival' directors.

Sponsor Obligations:

1. **Sponsor** _____ shall pay the 'Encino Family Festival' 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 'Encino Family Festival' advertising/promotional material.
4. The 'Encino Family Festival' 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 'Encino Family Festival'. Sponsor shall submit a sample in writing, in advance of their intended use of the 'Encino Family Festival' name and logo authorized by this agreement. If the 'Encino Family Festival' directors do 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.

CANCELLATION POLICY:

If the 2017 "ENCINO FAMILY FESTIVAL" is canceled in total or part for any reason/cause by the 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 this event has no scheduled "rain date" or "postponement date". Optional "Rain Insurance" is available at an additional cost.

On behalf of _____ **(Company Name)**, I have read and do agree to comply with the conditions above and those set forth in this participant application & agreement for participation in the 'ENCINO FAMILY FESTIVAL' as well as any and all requirements set forth for the purpose of satisfying all health and fire codes and restrictions. I also represent that I am authorized to enter into the agreement on behalf of the above-identified vendor/exhibitor.

Print Name of Authorized Representative: _____ **Date:** _____

Signature of Authorized Representative _____

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2017 INSURANCE REQUIREMENTS & INDEMNIFICATION AGREEMENT

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 Encino Family Festival, 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 8, 2017 through 11:30pm on Sunday, October 8, 2017.

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 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 'Encino Family Festival' and the Encino Chamber of Commerce shall then be entitled to deny Vendor/Exhibitor from participation 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 Insureds" or provide an extended coverage period for all applicable statutes of limitations beginning upon termination or cancellation of Vendor/Exhibitor involvement in the 2017 'Encino Family Festival'. 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 15, 2017.

If said copy is transmitted by facsimile, an original must follow by mail to the same address.

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 and 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.

INDEMNIFICATION RELEASE AND WAIVER OF LIABILITY:

By its signature below, and in addition to the other provisions herein, Vendor/Exhibitor assumes all responsibility for its/their participation in the event and all 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 2017 'Encino Family Festival'. By its signature below, Vendor/Exhibitor agrees to indemnify, defend, save and hold harmless the 2017 Encino Family Festival, 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, or participation as may occur immediately before, during or after the 2017 'Encino Family Festival'.

Signature of Authorized Representative

Date