

*24th Annual
Palos Verdes Street Fair
and Music Festival*



Saturday and Sunday
June 11, 2011, 10am - 10pm
June 12, 2011, 10am - 9pm
Crossfield & Deep Valley Drives
Rolling Hills Estates, CA

Sponsorship Opportunities



Palos Verdes Street Fair and Music Festival

Taking the Greener Path!

We are rolling out the **Green Carpet** showcasing environmentally friendly products, services and education programs!

- Conserve Energy, Water and Fuel (and save MONEY!)
- Build Green
- Recycle
- Use Solar Energy
- Drive Alternative Fuel Vehicles
- Drive less...Shop, Dine and Do Business on the Peninsula!
- Reduce Global Warming

Partner with the Palos Verdes Peninsula Chamber of Commerce as we present Energy Conservation education programs in a fun and informative way during the largest family event in the region. Take ACTION NOW... Businesses, Communities, Families working together will impact the environment and our planet. A portion of this year's proceeds will support local environmental organizations.



What is the Palos Verdes Street Fair and Music Festival?

The only festival of its kind for **24** years in the community. . .

- Arts and Crafts Booths
- Live Entertainment on two stages
- Carnival Rides
- International Food Court
- “Green Street”
- Energy Conservation Exhibits
- FREE Pony Rides and Petting Zoo for Kids
- “Top Dogs” Dog Show

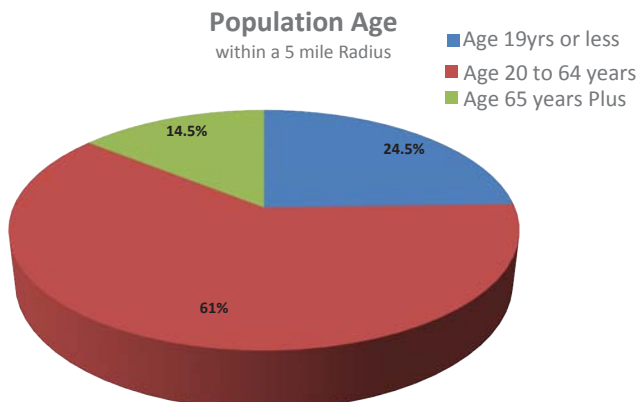
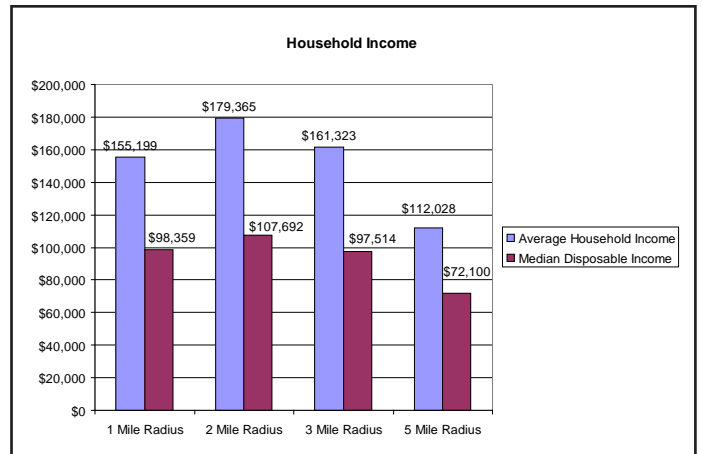
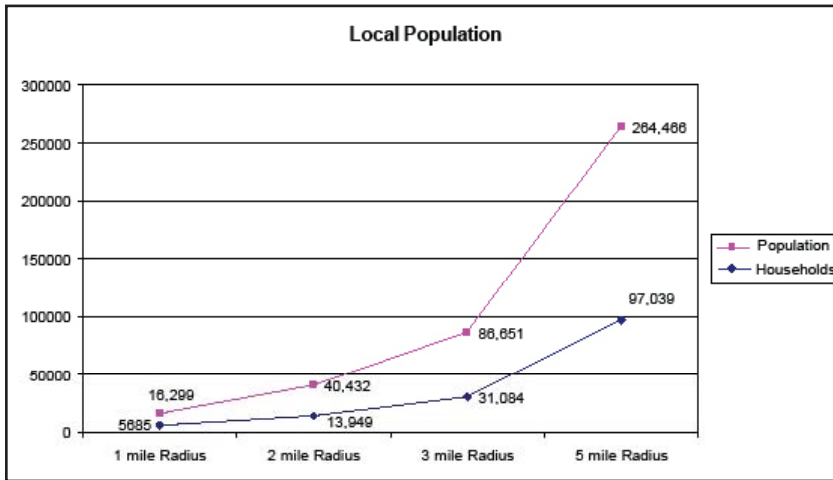
By becoming a sponsor of the Palos Verdes Street Fair and Music Festival, organized by the Palos Verdes Peninsula Chamber of Commerce, you could raise your company’s profile with our loyal and ever-expanding attendance of over 40,000 visitors. Through your generous contribution, the Palos Verdes Street Fair and Music Festival supports:

- Major contributions to the growth of the local economy
- Wide-ranging community, workforce education, and energy conservation programs
- Experience with long-term successful business partnerships
- Excellent relations with local and regional press

Gain access to one of the most sought-after demographic niches, by reaching a large audience with repeated impressions, engaging new business contacts while promoting community outreach.

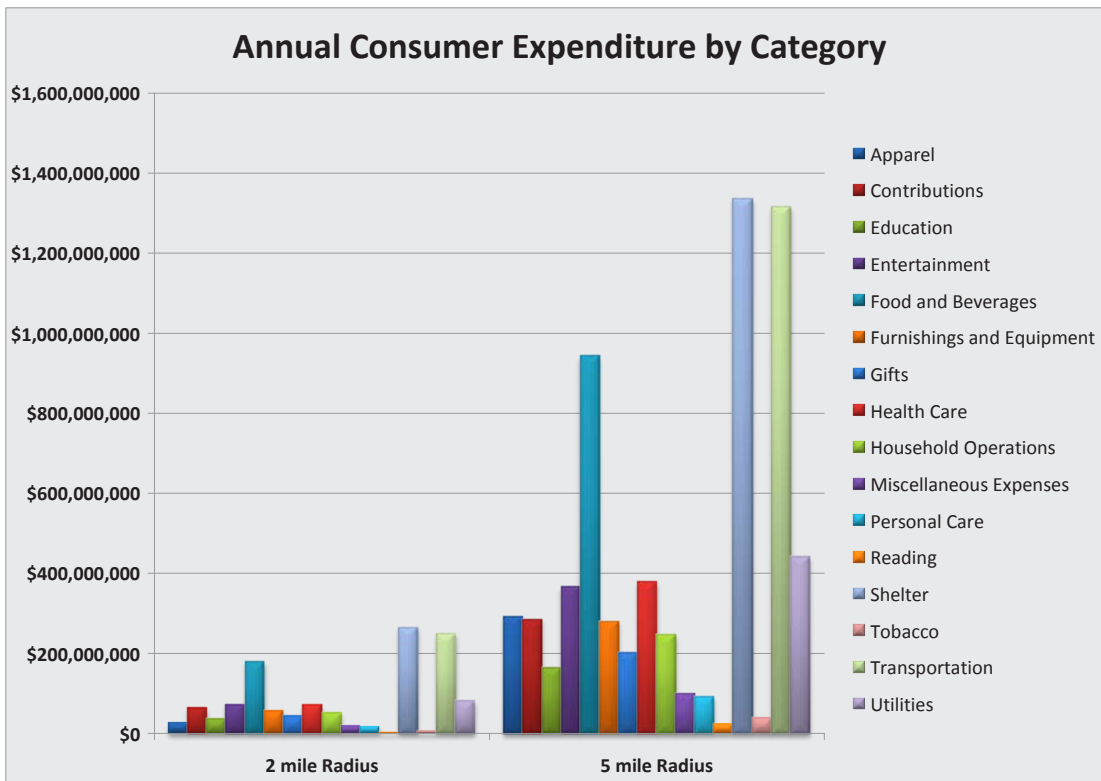
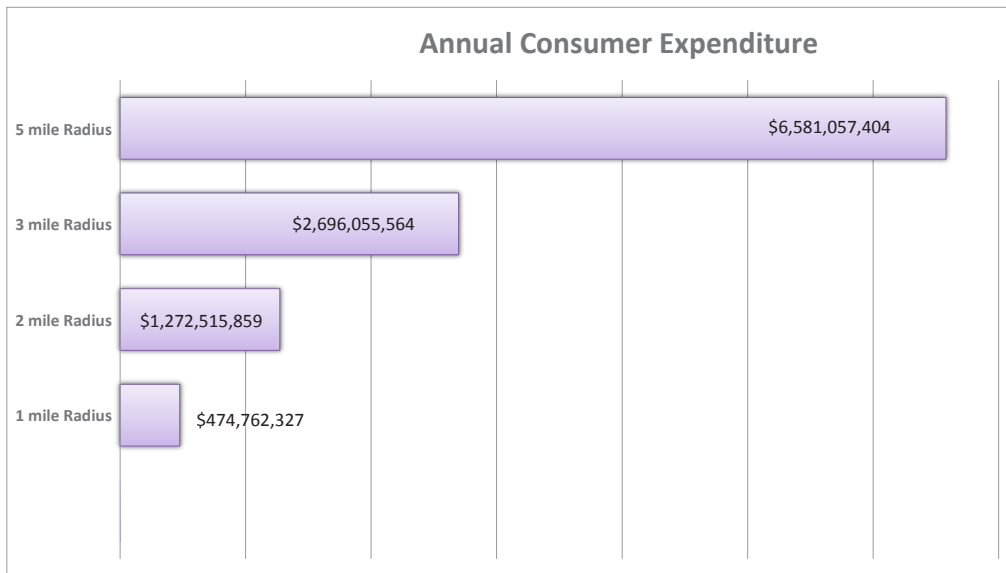


Some Facts and Figures for 2011





Some Facts and Figures for 2011





Promotion and Marketing

Your Company will benefit from extensive marketing and advertising with your sponsorship commitment to one of the largest Southern California regional events, the Palos Verdes Street Fair and Music Festival. Promotion includes, but is not limited to the following:

- **Brand your Company Name to Millions in the South Bay Area**

Websites:

The Los Angeles Times
3.7 million hits per day

The Daily Breeze
Over 2 million hits monthly

KABC, KCBS, KNBC, KTLA, KCAL
Combined total of 2 million hits daily

Palos Verdes Street Fair
Up to 48,000 hits monthly

Plus postings on Facebook, YouTube, Twitter, etc.
and over 50 Internet sites, blogs and newsletters
for countless impressions

Print Media:

The Daily Breeze
Daily Circulation rate of 70,000

The Peninsula News
Monthly Circulation rate of 24,000

Peninsula People
Monthly Circulation rate of 25,000

- **Your Participation Supports Economic Growth**

Visual Media/Radio:

Cox Communications
Subscriber base of 40,000 households

Time Warner Cable
Subscriber base of 70,000

Multiple Southern California Radio Stations
10 million+ listeners daily

Banners/Posters/Billboards
Placed in high traffic South Bay locations
1,000,000+ impressions

- **Associate your Company with a High-Profile Regional Event...
The 24th Annual Palos Verdes Street Fair and Music Festival!**



Partnership Opportunities

How can our Sponsorship packages enhance your business?

Every business has different needs. We will work with you to tailor a sponsorship package to meet your company's objectives. Options include:

PRESENTING SPONSOR - \$27,500 (only 1 available)

This is the top level of sponsorship available. All of the following are benefits for the sole Presenting Sponsor:

Across-the-Board Marketing:

- "Company Name Presents The Palos Verdes Street Fair and Music Festival" designated throughout the event's marketing campaign
- Palos Verdes Chamber of Commerce discounted rates apply for company's advertising in all Palos Verdes newspapers and journals until the day of the Street Fair and Music Festival.

Pre-event Marketing:

- Article written by Chamber of Commerce Marketing Committee announcing the Presenting Sponsor in the *Palos Verdes Business Journal*
- Company name mentioned on all event press releases, TV Commercials, articles; name and logo as Presenting Sponsor in advertisements, posters, direct mail pieces and flyers distributed by the Palos Verdes Chamber of Commerce

- Company name and logo displayed on street banner in high traffic locations in Palos Verdes and neighboring communities.

- Company name and logo prominently displayed on the home page of the Street Fair and Music Festival web site with a link to company web site

Day-of Marketing:

- Company banner (max. 12'x3', provided by company) on the Main Stage; company name and logo on the Information Booth

- Prime booth location near the venue intersection and double-sized booth (20'x10')— includes two 8' tables, 4 chairs, 20' canopy and booth sign

- PA announcement acknowledging company sponsorship at the beginning and end of all of the following scheduled events: all Main Stage, Community Stage performances and Dog Show

- Corporate photo opportunities to show involvement in the Palos Verdes community

- 25 passes for all-day rides in the Carnival area **either Saturday or Sunday**; 25 VIP wristbands for admission to the exclusive VIP Beer Garden **either Saturday or Sunday**; and 25 passes for lunch from our Beer Garden Sponsor **either Saturday or Sunday**

- Name as Presenting Sponsor prominently displayed on Street Fair and Music Festival map handed out to attendees

- Approval to distribute promotional items from your booth



Partnership Opportunities

Main Stage Sponsor - \$10,000 (1 available)

Pre-Event Marketing:

- Company name in all event press releases and articles; name and logo in advertisements, posters, direct mail pieces and flyers distributed by the Palos Verdes Chamber of Commerce (if sponsor commits prior to 3/31/2011; secondary flyer deadline 4/30/2011)
- Company name/logo listed on the Street Fair and Music Festival web site with a link to company web site

Day-of Marketing:

- Company name on the Main Stage banner
- One booth area (10' x 10')—includes one 8' table, 2 chairs, canopy and booth sign
- PA announcements mentioning company name made before and after all Main Stage band performances
- 10 passes for all-day rides in the Carnival area **either Saturday or Sunday**; 10 VIP wristbands for admission to the exclusive VIP Beer Garden **either Saturday or Sunday**; and 10 passes for lunch from our Beer Garden Sponsor **either Saturday or Sunday**
- Company name and logo displayed on Street Fair and Music Festival map
- Approval to distribute promotional items from your booth



Big Tent Entertainment Sponsor - \$10,000 (1 available)

Pre-Event Marketing:

- Company name in all event press releases and articles; name and logo in advertisements, posters, direct mail pieces and flyers distributed by the Palos Verdes Chamber of Commerce (if sponsor commits prior to 3/31/2011; secondary flyer deadline 4/30/2011)
- Company name/logo listed on the Street Fair and Music Festival web site with a link to company web site

Day-of Marketing:

- Company name on the Big Tent banner
- One booth area (10' x 10')—includes one 8' table, 2 chairs, canopy and booth sign
- PA announcements mentioning company name made before and after all Big Tent band performances
- 10 passes for all-day rides in the Carnival area **either Saturday or Sunday**; 10 VIP wristbands for admission to the exclusive VIP Beer Garden **either Saturday or Sunday**; and 10 passes for lunch from our Beer Garden Sponsor **either Saturday or Sunday**
- Company name and logo displayed on Street Fair and Music Festival map
- Approval to distribute promotional items from your booth



Partnership Opportunities

Carnival Sponsor- \$10,000 (1 available) ADDED BENEFIT: CARNIVAL OPENS FRIDAY NIGHT - MORE EXPOSURE!

Pre-Event Marketing:

- Company name in advertisements, posters, direct mail pieces and flyers distributed by the Palos Verdes Chamber of Commerce (if Sponsor commits prior to 3/31/2011; secondary flyer deadline 4/30/2011)
- Company logo on Carnival presale flyers and promotional material
- Company name listed on Street Fair web site with a link to company web site

Day-of Marketing:

- Company logo on Carnival wristbands and event-day tickets (if Sponsor commits prior to 1/31/2011)
- Company name on the Main Stage banner
- Prominent 12' pole banner with company name and logo displayed within the Carnival
- Approval to hang your company banners on the inside of the Carnival fence
- One booth area (10'x10')—includes 8' table, 2 chairs and canopy
- PA announcements mentioning company name made before and after all Main Stage band performances
- 10 passes for all-day rides in the Carnival area either Saturday or Sunday; 10 VIP wristbands for admission to the exclusive VIP Beer Garden either Saturday or Sunday; and 10 passes for lunch from our Beer Garden Sponsor either Saturday or Sunday
- Company name and logo displayed on Street Fair and Music Festival map
- Approval to distribute promotional items from your booth



“Heart of the Fair” Sponsor - \$10,000 (1 available)

Pre-Event Marketing:

- Company name in advertisements, posters, direct mail pieces and flyers distributed by the Palos Verdes Chamber of Commerce (if Sponsor commits prior to 3/31/2011; secondary flyer deadline 4/30/2011)
- Company name listed on Street Fair and Music Festival web site with a link to company web site

Day-of Marketing:

- Prominent 12' pole banner with company name and logo displayed at the intersection
- A 10'x10' canopy at the center of the venue, Deep Valley Drive and Crossfield Drive
- PA announcements mentioning company name made before and after all Main Stage band performances
- 10 passes for all-day rides in the Carnival area either Saturday or Sunday; 10 VIP wristbands for admission to the exclusive VIP Beer Garden either Saturday or Sunday; and 10 passes for lunch from our Beer Garden Sponsor either Saturday or Sunday
- Company name and logo displayed on Street Fair and Music Festival map
- Approval to distribute promotional items from your booth



Partnership Opportunities

Food Court/Beer Garden/VIP Area Sponsor - \$7,500 (1 available)

Pre-Event Marketing:

- Company name in advertisements, posters, direct mail pieces and flyers distributed by the Palos Verdes Chamber of Commerce (if Sponsor commits prior to 3/31/2011; secondary flyer deadline 4/30/2011)
- Company name in any food press releases and food advertisements placed in the *Daily Breeze*, *Peninsula News* and the *Peninsula Business Journal*
- Company name listed on the Street Fair web and Music Festival site with a link to company web site

Day-of Marketing:

- Company name and logo prominently displayed on Food Court/Beer Garden banner
- One booth area (10'x10')—includes 8' table, 2 chairs and canopy
- Permission to distribute biodegradable/recyclable paper and plastic products with company logo
- PA announcements mentioning company name made before and after all Main Stage band performances
- 8 passes for all-day rides in the Carnival area either Saturday or Sunday; 8 VIP wristbands for admission to the exclusive VIP Beer Garden either Saturday or Sunday; and 8 passes for lunch from our Beer Garden Sponsor either Saturday or Sunday
- Company name and logo displayed on Street Fair and Music Festival map
- Approval to distribute promotional items from your booth

Street Title Sponsor - \$5,000 (4 available)

Note: The four streets where the Fair takes place will be re-named with Street Title Sponsor names during the Fair.

Pre-Event Marketing:

- Company name in advertisements, posters, direct mail pieces and flyers distributed by the Palos Verdes Chamber of Commerce (if Sponsor commits prior to 3/31/2011; secondary flyer deadline 4/30/2011)
- Company name listed on Street Fair and Music Festival web site with a link to company web site

Day-of Marketing:

- Prominent 12' pole banner with company name and logo displayed on sponsored street
- One booth area (10'x10') near the venue intersection —includes 8' table, 2 chairs and canopy
- PA announcements mentioning company name made before and after all Main Stage band performances
- 5 passes for all-day rides in the Carnival area either Saturday or Sunday; 5 VIP wristbands for admission to the exclusive VIP Beer Garden either Saturday or Sunday; and 5 passes for lunch from our Beer Garden Sponsor either Saturday or Sunday
- Company color-coded name and logo displayed on Street Fair and Music Festival map
- Approval to distribute promotional items from your booth



Partnership Opportunities

Publicity Sponsor - \$5,000

Pre-Event Marketing:

- Company name in advertisements, posters, direct mail pieces and flyers distributed by the Palos Verdes Chamber of Commerce (if Sponsor commits prior to 3/31/2011; secondary flyer deadline 4/30/2011)
- Company name listed on Street Fair and Music Festival web site with a link to company web site

Day-of Marketing:

- Company name on Main Stage banner
- Approval to hang your company banner within the event venue
- One booth area (10' x 10')—includes 8' table, 2 chairs and canopy
- PA announcements mentioning company name made before and after all Main Stage band performances
- 5 passes for all-day rides in the Carnival area either Saturday or Sunday; 5 VIP wristbands for admission to the exclusive VIP Beer Garden either Saturday or Sunday; and 5 passes for lunch from our Beer Garden Sponsor either Saturday or Sunday
- Company name and logo displayed on Street Fair and Music Festival map
- Approval to distribute promotional items from your booth

Entertainment Headliner Sponsor - \$5,000 (Limited availability)

Pre-Event Marketing:

- Company name in advertisements, posters, direct mail pieces and flyers distributed by the Palos Verdes Chamber of Commerce (if Sponsor commits prior to 3/31/2011; secondary flyer deadline 4/30/2011)
- Company name in any entertainment press releases and entertainment advertisements placed in print media, magazine publications, websites and cable television
- Company name in entertainment advertisements on cable television
- Company name listed on Street Fair and Music Festival web site and event web site Entertainment section with a link to company Web site

Day-of Marketing:

- One booth area (10'x10')—includes 8' table, 2 chairs and canopy
- PA announcements mentioning company name made before and after the performance of one headline band of your choice (awarded to sponsors on a first-come / first-served basis)
- 5 passes for all-day rides in the Carnival area either Saturday or Sunday; 5 VIP wristbands for admission to the exclusive VIP Beer Garden either Saturday or Sunday; and 5 passes for lunch from our Beer Garden Sponsor either Saturday or Sunday
- Company name displayed on Street Fair and Music Festival map
- Approval to distribute promotional items from your booth





Partnership Opportunities

Pony Ride Sponsor - \$3,000 (1 available)

Pre-Event Marketing:

- Company name listed on Street Fair and Music Festival web site with a link to company web site

Day-of Marketing:

- Company name and logo prominently displayed on Pony Ride banner
- 3 passes for all-day rides in the Carnival area either Saturday or Sunday; 3 VIP wristbands for admission to the exclusive VIP Beer Garden either Saturday or Sunday; and 3 passes for lunch from our Beer Garden Sponsor either Saturday or Sunday
- One booth area (10'x10')—includes 8' table, 2 chairs and canopy
- Approval to distribute promotional items from your display area



Petting Zoo Sponsor - \$3,000 (1 available)

Pre-Event Marketing:

- Company name listed on Street Fair and Music Festival web site with a link to company web site

Day-of Marketing:

- Company name and logo prominently displayed on Petting Zoo banner
- 3 passes for all-day rides in the Carnival area either Saturday or Sunday; 3 VIP wristbands for admission to the exclusive VIP Beer Garden either Saturday or Sunday; and 3 passes for lunch from our Beer Garden Sponsor either Saturday or Sunday
- One booth area (10'x10')—includes 8' table, 2 chairs and canopy
- Approval to distribute promotional items from your display area



Partnership Opportunities

Dog Show Title Sponsor - \$1,500 (1 available)

Pre-Event Marketing:

- Company name listed on Street Fair and Music Festival web site with a link to company web site

Day-of Marketing:

- Company name and logo prominently displayed on Dog Show stage banner
- 2 passes for all-day rides in the Carnival area either Saturday or Sunday; 2 VIP wristbands for admission to the exclusive VIP Beer Garden either Saturday or Sunday; and 2 passes for lunch from our Beer Garden Sponsor either Saturday or Sunday
- A 10'x10' area for display during the Dog Show.
- PA announcement mentioning company name made before and after the Dog Show
- Approval to distribute promotional items from your display area



Entertainment Sponsor for One Performing Group - \$1,500 (Limited availability)

Pre-Event Marketing:

- Company name in any entertainment advertisements on cable television
- Company name listed on Street Fair and Music Festival Web site and event Web site Entertainment section with a link to company Web site

Day-of Marketing:

- PA announcement mentioning company name made before and after the performance of one non-headline band of your choice (awarded to sponsors on a first-come / first-served basis)
- 2 passes for all-day rides in the Carnival area either Saturday or Sunday; 2 VIP wristbands for admission to the exclusive VIP Beer Garden either Saturday or Sunday; and 2 passes for lunch from our Beer Garden Sponsor either Saturday or Sunday



Your Sponsorship Commitment

24th Annual Palos Verdes Street Fair and Music Festival June 11 and 12, 2011

Saturday 10am -10pm; Sunday 10am - 9pm

Please complete Sponsorship Commitment Form and return to:

Palos Verdes Peninsula Chamber of Commerce

707 Silver Spur Road, Suite 100

Rolling Hills Estates, CA 90274

310-377-8111 / 310-377-0614 fax

www.palosverdeschamber.com

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Your Website URL _____

Submitted by _____ Email _____

PARTNERSHIP OPPORTUNITIES

- Presenting Sponsor.....\$27,500 **SOLD**
- Main Stage Sponsor.....\$10,000
- Big Tent Entertainment Sponsor.....\$10,000
- Carnival Sponsor.....\$10,000
- "Heart of the Fair" Sponsor.....\$10,000
- Food Court/Beer Garden Sponsor.....\$7,500
- Street Title Sponsor.....\$5,000
- Publicity Sponsor.....\$5,000
- Entertainment Headliner Sponsor.....\$5,000
- Pony Ride Sponsor.....\$3,000
- Petting Zoo Sponsor.....\$3,000
- Dog Show Title Sponsor.....\$1,500
- Entertainment Sponsor - 1 Group.....\$1,000

This agreement, signed by a duly authorized representative of the company must be received, along with payment, by the PVP Chamber Office no later than Thursday, March 31, 2011, and will constitute a binding contract for the sponsorship amount indicated. This agreement will become effective upon acceptance by the Palos Verdes Peninsula Chamber of Commerce.

Signed and dated this _____ day of _____, 20____ Sponsorship Amount: _____

How would you like your Company listed? _____

Please submit any graphic files of your company logo, if applicable.

Submission of this form is an implied agreement to abide by the rules set forth herein. If Sponsor defaults on payment after event marketing commences, Sponsor logo/name will be removed from promotional materials until payment is received. Sponsor's marketing exposure is not retroactive; special runs of posters, flyers will not be made to accommodate Sponsors committing after established printing dates. No rain date, no refund in case of rain or catastrophic event. Festival is not responsible for accidents, damages or other loss incurred by Sponsor. **Sponsor is encouraged to independently promote their involvement with the event using their own media and to use the branded event artwork at the bottom of this page; however, the use of any Sponsor-created marketing or promotional materials referencing the event must be pre-approved by the Palos Verdes Street Fair and Music Festival committee.**

Print name

Signature of Authorized Company Representative



PROVIDENCE
Little Company of Mary
Medical Center
Torrance
Proudly presents

Palos Verdes Street Fair & Music Festival

Sat. June 11th • 10 am - 10 pm

Sun. June 12th • 10 am - 9 pm

Taking the Greener Path
www.pvstreetfair.com

*The Palos Verdes Street Fair and Music Festival
organizing committee,
the Palos Verdes Peninsula Chamber of Commerce
and
the City of Rolling Hills Estates
thank the generous sponsors who made the 2010 event such a success:*

*Presenting Sponsor Providence Little Company of Mary
Medical Center Torrance*

Los Angeles County Supervisor Don Knabe

David Benoit Asia America Symphony Association

Equinox Fitness Club Terranea Resort

DCH Toyota of Torrance Classic Tents

Waste Management

Alvas Music Store Malaga Bank

Radio Disney Fuji Film

Morgan's Jewelers BMA Securities

Marmalade Cafe Marymount College

Peninsula Shopping Center Promenade on the Peninsula

The Daily Breeze Palos Verdes Peninsula News

Peninsula People Magazine CL!X Portrait Studios

Peninsula Montessori School

A-MUSE PV Music Center P. V. Village Pet Clinic

This proposal is printed on recycled paper