



1628 WEST CAMPBELL AVENUE ♦ CAMPBELL, CALIFORNIA 95008
PHONE 408-378-6252 ♦ FAX 408-378-0192
www.campbellchamber.com

Presents

BOOGIE ON THE BAYOU FESTIVAL

Saturday & Sunday, May 22nd & 23rd, 2010



Sponsorship Information

Sponsorship Overview for 32nd Annual Boogie on the Bayou

Date & Time: Saturday May 22nd from 10:00 a.m. to 6:00 p.m.
Sunday May 23rd from 10:00 a.m. to 5:00 p.m.

Location: Downtown Campbell (streets)

Admission: Free Admission & Parking

Attendance: Projected attendance 40,000+

Event Description: The Campbell Chamber of Commerce is pleased to present Boogie on the Bayou festival May 22nd & 23rd, 2010! We are going to bring a little bit of New Orleans to Downtown Campbell. This festival features the best in Cajun and Zydeco entertainment, community performers, savory food and beverages, and more than 125 fine artist from around the bay area.

Demographics: 1.7 million- South Bay Population
40,111- Campbell Population
\$93,000- Campbell Average Income
40% population with Bachelors Degree or higher

Advertising: Print and Radio (to be announced)

Event Mission: To host a signature event that is community friendly and will create top of mind awareness for the City of Campbell.

About the Campbell Chamber of Commerce: For more than 100 years, the Campbell California Chamber of Commerce has provided local businesses with an added measure of security by hosting business-to-business opportunities for sharing advice, political representation and customer introductions. The Mission of the Campbell Chamber of Commerce is to be the preeminent voice promoting the community of Campbell in all its aspects. (www.campbellchamber.com)

Event Promotion

Marketing & Promotion

The Boogie on the Bayou will be aggressively marketed throughout the Bay Area and on the web. Publicity and promotions will consist of extensive multi-media campaigns and will include print, radio, and electronic media outlets. In addition, 500 posters and 10,000 postcards will be distributed throughout the Bay Area prior to the event.

- Posters and Postcards- A minimum of **500 posters** will be distributed to merchants, community organizations, city offices, libraries, and schools throughout the Bay Area. A minimum of **5,000-postcard** will be distributed to residents in the south bay area.
- The Web- The event will be **listed on all regional and national websites** that have a calendar listing section. We also have a website designed just for the Festival.
- Radio- the event will be publicized on a number of **local radio stations** via promotional spots and 30 to 60 second spots. We will have a local radio station broadcast live at the event.
- Print- we will be partnering with newspapers in the area to help promote and advertise the festival. Print media coverage may include; The San Jose Mercury news, Silicon Community News Paper Groups, The Metro, The Wave, The San Francisco Chronicle and The Examiner

Sponsorship Benefits

Help Your Business

- Have access to one of the **most sought after demographic** niches in the country
- Reach a large audience with **repeated impressions**
- A unique opportunity to **engage with people**

Make a Difference

- Develop new business contacts
- Demonstrate, sample, or test market your product
- Show your company's commitment to businesses, arts and local community
- Help promote community outreach and development

How to Sponsor

Please refer to following pages for sponsorship level packages and form.

To sponsor, please fill out the sponsorship form and mail to the Campbell Chamber of Commerce at **1628 West Campbell Ave, Campbell, Ca 95008** or **fax it to 408-378-0192**. The sponsorship **deadline is April 19th, 2010**. If you have any additional questions, please call Neil Collins, Executive Director of Campbell Chamber of Commerce, at (408) 378-6252.

Please e-mail the logo you would like us to use in all promotional materials to ccoc@pacbell.net. All logos are due when submitting the sponsorship form.

Boogie on the Bayou Festival

Saturday & Sunday, May 22nd & 23rd 2010

Sponsorship Form

DEADLINE: Monday April 19th, 2010

Sponsorship Form:

Contact Name Telephone

E-mail Fax

Business Information:

Name Telephone

Address Fax

City State Zip

E-mail Website

Package: Amount

TITLE SPONSOR

- Naming Rights- "Your Company and The Campbell Chamber presents"
- Banner on Main Stage - "Name Your Stage"
- Banner exposure throughout festival
- Logo predominately displayed all printed materials
- Included on all radio spots for the event
- Logo on front of programs
- Company name mentioned in all publicity for event **\$10,000**
- VIP seating for 4 at the Main stage
- 2 VIP parking spots
- Logo predominately displayed on website
- Business featured on all electronic media, newsletters, blasts, blogs, and Facebook
- up to four 10x10 booth space

PARTICIPATING SPONSOR

- Banner space on East Stage
- Logo predominately displayed on all printed materials and website
- Company name mentioned in all publicity for event **\$2000.00**
- Logo predominately displayed on website
- Logo predominately featured on program
- Business featured on all electronic media, newsletters, blasts, blogs, and Facebook
- One 10x10 booth space

ASSOCIATE SPONSOR

- Banner space on Community Stage
- Logo on all printed materials **\$1000.00**
- Company name mentioned in all publicity for event
- Logo on website with link to sponsor's website
- Business featured on all electronic media, newsletters, blasts, blogs and Facebook

CONTRIBUTING SPONSOR

- Business name on all printed materials
- Banner space on site available **\$500.00**
- Company logo on website with link to sponsor's website