

ENCINO FAMILY FESTIVAL – SUNDAY, OCTOBER 7, 2018

SPONSORSHIP OPPORTUNITIES & Participation Application

Due by September 10, 2018

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 ‘Encino Family Festival.’
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 31st 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 10, 2018

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

Sponsorship Level: _____ SPONSORSHIP 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.
Once payment is received and processed it is not refundable.

Sponsorship Benefits:

1. All parties agree _____ shall be designated as an Official Sponsor of the 31st 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 2018 "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

PAYMENT INFORMATION: Total Enclosed \$_____ (*Checks Payable to Encino Chamber of Commerce*)

Credit Card #_____ Exp. Date_____ Security #_____

Exact Name on Card_____

Billing Address_____

Authorized Signature_____ Date_____

ENCINO FAMILY FESTIVAL – SUNDAY, OCTOBER 7, 2018

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 7, 2018 through 12:00am on Monday, October 8, 2018.

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 2018 '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 10, 2018.

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 2018 'Encino Family Festival'. By its signature below, Vendor/Exhibitor agrees to indemnify, defend, save and hold harmless the 2018 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 2018 'Encino Family Festival'.

Signature of Authorized Representative

Date

31st Annual 'Encino Family Festival' (formerly 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. Once your payment is received and processed it is not refundable.
2. Space (booth) cannot be shared. Space (booth) must conform to size restrictions on all sides and not infringe on walkways or neighboring booths. All spaces (booths) must be appropriate for family viewing. No drug related items will be sold.
3. **No unauthorized food or beverages may be sold, given out for free or served in your booth. This includes but, is not limited to promotional bottles of water and samples of food.**
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 Festival 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. All revenues are those of the vendors. All food vendors may sell any food items previously authorized by the Encino Chamber of Commerce, subject to City of Los Angeles or County of Los Angeles Health Department/Inspector, at any reasonable price to be set by the vendors at their discretion.
9. **All food vendors are responsible for all their cooking and food preparation equipment (including propane gas, refrigeration, ice, etc.), for grease removal, all serving utensils, plates, napkins, etc. All grease, oil, etc. to be properly stored and removed by vendor.**

SET-UP:

- 10. **Event hours are from 10am to 4pm.** Setup begins at 6am.
- 11. 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.
- 12. Your vehicle must be immediately removed from the venue after unloading and moved to your assigned parking spot. All vehicles must be off Ventura Blvd. (event site) by 9:00 am. **No Exceptions.**
- 13. 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:

- 14. **No vendors may vacate their booth until 4:00 p.m.** 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 'Encino Family Festival' representative.
- 15. Break Down starts at 4pm. Please pack all your belongings before you bring your vehicle on to Ventura Blvd.
- 16. 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.
- 17. 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:

- 18. Encino Family Festival 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.
- 19. 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. Restaurant/Food Truck participants must have a currently certified and working fire extinguisher in their booth at all times.
- 20. No dogs or pets of any kind are allowed in or near food preparation areas (except service animals).
- 21. **All vendor participants must have their own liability insurance.**
PLEASE SEE INSURANCE DETAILS ON PAGE 3 OF APPLICATION.

Authorized Representative Signature _____

Company _____ Date _____

2018 ENCINO FAMILY FESTIVAL SAVINGS PACKAGES

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, 2018!

Booth Fee is either (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 Friday, June 15, 2018.

SAVINGS PACKAGE #2 DISCOUNT for NON-CHAMBER MEMBERS

PARTICIPATE in the 2018 'Encino Family Festival' and YOU ARE ELIGIBLE for a DISCOUNTED, NEW, ONE-YEAR MEMBERSHIP in the Encino Chamber of Commerce.

EXAMPLE OF SAVINGS:

Non-Member Business Booth - 10x10 w/canopy = \$650
BASIC TIER One Year Membership Fee \$340
One-Time Set-Up Fee = \$25
GRAND TOTAL = \$1,015

A 2018 'Encino Family Festival' 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 your 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