



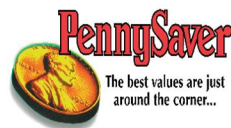
SPONSORSHIP INFORMATION for

FAIRFIELD 18th ANNUAL TOMATO FESTIVAL from the Heart of the Valley

Join other sponsors that have
been a part of one of the best
Festivals in Northern California



FAIRFIELD - SUISUN CITY
CHAMBER OF COMMERCE
The Voice of Business for Fairfield-Suisun City, California





FAIRFIELD 18th ANNUAL TOMATO FESTIVAL from the Heart of the Valley

The Fairfield Downtown Association invites you to be a part of our select list of sponsors for our 18th Annual Tomato Festival on Saturday, August 15 and Sunday, August 16, 2009.

The Fairfield Downtown Association is a non-profit organization (TIN 68-0297093) that works with local community organizations to revitalize our historic city center. Fairfield is located in the heart of the Valley, in the middle of Solano County. Solano County is known for its abundance of fresh fruit, nuts, vegetables, and fine wines from Suisun Valley. The Tomato Festival's humble beginnings celebrated the tomato as the leading cash crop in Solano County 18 years ago along with Suisun Valley's rich agricultural heritage.

The Tomato Festival has become one of the fastest growing family festivals in Northern California, with over 50,000 attending in 2008. The core of our festival is Tomato Alley, featuring over 100 varieties of heirloom tomatoes grown in Suisun Valley that can be sampled and purchased. The festival also features tomato eating contests, live entertainment, beer gardens, food courts, crafters, cooking demonstrations, tomato-related vendors, children's activities, and a wine garden featuring award-winning wines from Suisun Valley. The popular West Coast BBQ Championships are returning partners for the 6th year. They are one of Northern California's largest BBQ competition. In 2007, Travel Channel's "Taste of America" filmed and aired Fairfield's Tomato Festival and in 2008, CBS Channel 5 KPIX (San Francisco) filmed and aired the Tomato Festival as one of the "Best of Bay Area Festivals" as shown on their "Eye on the Bay" show.



Our sponsors are the heart of our festivals and they provide the foundation for the events to grow each year. We offer a unique opportunity for sponsors to be able to show and place their names and products in front of a diversified audience that attends the Tomato Festival. Sponsorship Options are from \$500 to \$10,000 with category exclusivity. In-kind sponsorships are also accepted.

The Fairfield Tomato Festival is promoted through different channels of media (radio, magazine, newspaper, and television), websites, posters, fliers, signage, and billboards.

The Fairfield Tomato Festival funds are used to benefit and revitalize the core of Fairfield, its historic downtown. Over 40 local non-profit and service organizations have benefited by participating in our festivals, including: American Cancer Society, Big Brothers Big Sisters of the North Bay, Boy Scouts of America, Armijo High School Art Honor Society, Fairfield Youth Commission, Girl Scouts, Mission Solano, Peace Jam Solano, Scarlet Brigade Boosters, Falcon Aquatic Foundation, Twilight Rotary, Lions Club, Fairfield High School Sober Grad Night, CORE Partners, along with over 15 local churches.

Thomas Randall, Chairperson of the FDA Board feels that the diversity of the Tomato Festival brings the community together for an event that can be enjoyed by all. Contact the Fairfield Downtown Association at 707/422-0103 if you are interested in participating in sponsorship opportunities for the Tomato Festival and want to be a part of this exciting event.



SPONSORSHIP OPPORTUNITIES: (Sponsorship level names are actual tomato varieties)

MegaTom Tomato Sponsor (Platinum Sponsor) - \$10,000

- ◆ **Sponsor Exclusivity of Category** (bank, grocery store, etc.)
- ◆ "Presented By ..." recognition in all Festival marketing
- ◆ Mention on site relating to the event
- ◆ Three complimentary booth spaces
- ◆ Logo banners throughout festival or if sponsor of a specific part of the Festival (Tomato Alley, entertainment stage, etc.) will be a "Presented by..." banner (up to 3' x 6' - provided by FDA)
- ◆ Sponsor logo on website and link from sponsor page to your website
- ◆ 14 festival t-shirts

Beef Master Tomato Sponsor (Gold Sponsor) - \$7,500

- ◆ Major recognition in all Festival marketing (including print, media, promotional materials and paid ads)
- ◆ Mention on site relating to the event
- ◆ Two complimentary booth spaces
- ◆ Sponsorship banner (up to 3' x 6') - sponsor to provide
- ◆ Sponsor logo on website and link from sponsor page to your website
- ◆ 8 festival t-shirts

Mortgage Lifter Tomato Sponsor (Silver Sponsor) - \$5,000

- ◆ Major recognition in all Festival marketing (including print, media, promotional materials and paid ads)
- ◆ Mention on site relating to the event
- ◆ One complimentary booth space
- ◆ Sponsorship banner (up to 2.5' x 5.5') - sponsor to provide
- ◆ Sponsor logo on website and link from sponsor page to your website
- ◆ 6 festival t-shirts

Brandywine Tomato Sponsor (Bronze Sponsor) - \$3,500

- ◆ Major recognition in all Festival marketing (including print, media, promotional materials and paid ads)
- ◆ Mention on site relating to the event
- ◆ One complimentary booth space
- ◆ Sponsorship banner (up to 2.5' x 5.5') - sponsor to provide
- ◆ Sponsor logo on website and link from sponsor page to your website
- ◆ 4 festival t-shirts

Early Goliath Tomato Sponsor - \$2,500

- ◆ Recognition in all Festival marketing
- ◆ One complimentary booth space
- ◆ Sponsorship banner (up to 2' x 4') - sponsor to provide
- ◆ Sponsor logo on website and link from sponsor page to your website
- ◆ 3 festival t-shirts

Killer Tomato Sponsor - \$1,000

- ◆ Recognition in all print marketing
- ◆ One complimentary booth space
- ◆ Sponsor logo on website
- ◆ Sponsorship banner (up to 2' x 4') - sponsor to provide
- ◆ 2 festival t-shirts

Big Rainbow Tomato Sponsor - \$500

- ◆ One complimentary booth space
- ◆ Sponsorship banner (up to 2' x 3') - sponsor to provide
- ◆ 2 festival t-shirts





Sponsorship Agreement Form (check one):

- | | |
|---|---|
| <input type="checkbox"/> MegTom Sponsor (Platinum) - \$10,000 | <input type="checkbox"/> Early Goliath Sponsor - \$2,500 |
| <input type="checkbox"/> Beef Master Sponsor (Gold) - \$7,500 | <input type="checkbox"/> Killer Tomato Sponsor - \$1,000 |
| <input type="checkbox"/> Mortgage Lifter Sponsor (Silver) - \$5,000 | <input type="checkbox"/> Big Rainbow Sponsor - \$500 |
| <input type="checkbox"/> Brandywine Sponsor (Bronze) - \$3,500 | <input type="checkbox"/> In Kind Sponsor (please contact Anita Horwath at 707/422-0103) |
| <input type="checkbox"/> Other donation - \$ _____ | |
- All donations are welcome and appreciated.

Company Name _____

Contact _____

Phone _____ Fax _____

Email _____

Mailing Address _____

Logo Submitted _____ (please send by email to ahorwath@ci.fairfield.ca.us)

The Fairfield Downtown Association cannot be held responsible for missing sponsor information if graphic information is not received in time for the creation and publication of all advertisements, signs, posters and other media advertisements.

Please mail your tax-deductible check (TIN 68-0297093), made payable to Fairfield Downtown Assn., Tomato Festival, 1000 Texas St., #D, Fairfield, CA 94533.

Credit Card (circle) VISA MASTERCARD # _____ Exp. _____



Signature _____

Please contact the Fairfield Downtown Association for more information at 707/422-0103 or write to us at mail@fairfielddowntown.com