

Fairfield Downtown Association

Certified Farmers Market- May 3rd through October 4th. The market is located at County Center Plaza. Pacific Coast Farmers Market Association manages the market featuring an array of farm fresh produce, gourmet foods, oysters, flowers and crafts. Live music and free children's arts and craft projects are also featured.

- Attendance averages approximately 700 shoppers weekly, peaking to 1200 weekly during July.
- Advertising includes thirty-second radio spots, thirty-second commercials on Fairfield's city-owned cable television station and print advertising in local newspapers and periodicals.

Independence Day Parade- July 4th. The parade marches from the corner of Webster and Kentucky Streets around Taylor Street and down Texas Street. In addition to the parade, a local non-profit hosts a fundraiser barbeque on the Courthouse lawn, with a free concert from 11am to 2pm

- Attendance includes approximately 1,000 people participating in the parade, and 5,000 to 7,000 people lining the streets as spectators.
- Advertising includes thirty-second public affairs and news spots on radio, thirty-second commercials on Fairfield's city-owned television station and print advertisements in local newspapers and periodicals.

Sixteenth Annual Tomato Festival and West Coast Barbeque Championship- August 18th. The festival features nearly a hundred varieties of locally grown heirloom tomatoes and an assortment of gourmet tomato products for tasting and sale. Over 200 crafters and artisans will be on hand, and there will be a variety of delicious foods to choose from.

- Attendance has increased steadily over the last five years, from 15,000 people in 2001 to approximately 45,000 people in 2006.
- Advertising includes thirty-second television commercials on both English and Spanish language stations, including Food Network, Nickelodeon, ESPN, Discovery Channel, ESPN2, MTV, Animal Planet and AMC. Additional marketing includes sixty-second commercials on radio and print ads in local newspapers and periodicals. LED marketing boards in Vallejo and Fairfield also carry the information about the event.

Seventh Annual Candy Festival- October 13th. Candy-related companies fill two pavilions for sampling and buying. Nearly 200 craft and commercial booths, international food favorites and live music are included.

- Attendance has increased annually, from 5,000 in 2001 to 40,000 people in 2006.
- Advertising includes thirty-second television commercials on both English and Spanish language stations, including Food Network, Nickelodeon, ESPN, Discovery Channel, ESPN2, MTV, Animal Planet and AMC. Additional marketing includes sixty-second commercials on radio and print ads in local newspapers and periodicals. LED marketing boards in Vallejo and Fairfield also carry the information about the event. In addition, 15,000 bilingual flyers are distributed through the Fairfield-Suisun Unified School District.

Holiday Night of Lights- November 30th. Santa Clause arrives, and merchants host the lighting of the Community Christmas tree. If sufficient funding can be obtained, a temporary ice rink will be erected on County Center Plaza for the holiday season.

- Attendance at this event averages 7,500 each year, but it is anticipated that an ice rink would bring additional guests attracted to a unique element.
- Advertising includes thirty-second radio commercials, thirty-second television commercials on Fairfield's city-owned station, and print ads in local newspapers and periodicals. In addition, 15,000 bilingual flyers are distributed through the Fairfield-Suisun Unified School District. Regional advertising will be increased if an ice rink is obtained.

Fairfield Downtown Association

Certified Farmers	Independence Day	16 th Annual Tomato	7 th Annual Candy	Holiday Night of
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Market	Celebration	Festival	Festival	Lights Seasonal Ice Rink
\$15,000	\$10,000	\$25,000	\$25,000	\$25,000
"Presented by" Acknowledgement	"Presented by" Acknowledgement	"Presented by" Acknowledgement	"Presented by" Acknowledgement	"Presented by" Acknowledgement
Logo banner at market site	Logo banner at Reviewing Stand	Logo banners at Texas Street entrances to the festival	Logo banners at Texas Street entrances to the festival	Logo banners at Texas Street entrances to the event and ice rink
		Logo and name on all advertising materials	Logo banner at Candyland entrance	
Logo and name on all advertising materials	Logo and name on all advertising materials	Live link from FDA website to yours	Logo and name on all advertising materials	Logo and name on all advertising materials
Free weekly booth at the market	Seating on the Reviewing Stand	 2 Free booths at the festival	2 Free booths at the festival	2 Free booths near the Christmas tree or ice rink
	Company name on Grand Sweepstakes Award trophy	12 T-shirts or other logo wear		
	Opportunity to present the Grand Sweepstakes Award trophy at the Fairfield City Council meeting	Introduction and acknowledgement at all entertainment venues throughout the festival	Opportunity to present "Candy Factor" awards at the festival	
12 T-shirts or other logo wear	Live link from FDA website to yours		Live link from FDA website to yours	Live link from FDA website to yours
Live link from FDA website to yours	12 T-shirts or other logo wear		12 T-shirts or other logo wear	12 T-shirts or other logo wear
Introduction and acknowledgement each week	Introductions and acknowledgement throughout the parade, barbeque and concert	For specific sponsorship opportunities for the Barbeque Championship call Ben- 888-517-4150	Introduction and acknowledgement at all entertainment venues throughout the festival	Introduction and acknowledgement at all entertainment venues throughout the event

Fairfield Downtown Association Annual Sponsorship Application

Company Name _____ Tax ID Number _____

Business Name _____

City _____ State _____ Zip _____

Key Contact _____ Title _____

Phone () _____ Fax () _____

Email _____

Additional Contact _____ Title _____

Phone () _____ Fax () _____

Email _____

Company Website _____

Specific Event(s)-

Please circle as applicable:

- A- Certified Farmers Market-\$ 15,000
- B- Independence Day Celebration- \$10,000
- C- Tomato Festival- \$25,000
- D- Candy Festival- \$25,000
- E- Holiday Night of Lights, Ice Rink- \$25,000

Total Investment Amount(s)- \$ _____

Applicable Discount \$ _____

Total Due to FDA \$ _____

Terms:

10% Non-refundable deposit due on signing. Balance due 60 days prior to first day of event as noted on chart. If monies are not received by due date, sponsorship position is forfeited. FDA reserves the right to terminate the agreement.

Signature _____ Printed Name _____
Date _____

	Sponsorship Level	Sponsorship Cost	Payment Due
A	Certified Farmers Market	\$15,000	1-Apr
B	Independence Day Celebration	\$10,000	1-May
C	Tomato Festival	\$25,000	15-Jun
D	Candy Festival	\$25,000	15-Aug
E	Holiday Night of Lights, Ice Rink	\$25,000	30-Sep
Sponsor 2 or more events- take off 20% Sponsor 3 or more events- take off 30%			