



Fifth Annual

NORTHERN CALIFORNIA SOY AND TOFU FESTIVAL

Come discover the joy of soy!

SATURDAY, JUNE 6, 2015 • SAN FRANCISCO'S JAPANTOWN



SPONSORSHIP OPPORTUNITIES

Title Sponsor: \$15,000 (limited to one)

- Stage Banner
- Banner advertisement on www.soyandtofu.org for one year
- Logo on 35 Public Service Announcements on NBC Bay Area (reserved for top four sponsors)
- Largest logo in event advertising including media partners; largest logo on all other promotional material including posters and flyers
- Full-page (9.75"W x 13"H) color print and digital advertisement in the Nichi Bei Weekly Obon and Summer Festivals Guide and two BW half-page (9.75"W x 6.25"H) print and digital advertisements in the Nichi Bei Weekly (\$3,890 value)
- Full-page (9.75"W x 13"H) color back cover advertisement (\$1,750 value) in the Festival Program Booklet
- Vendor booth at the event to display goods and services, including a 10 x 10 foot tent, six-foot table and two chairs
- Largest logo and link on the Northern California Soy and Tofu Festival Website at www.soyandtofu.org
- Admission for 10 to a Special VIP Reception before the Festival, who will help select the finalists of the Tofu Dessert Competition (\$1,250 value)
- 10 reserved audience judging seats for the Soy and Tofu Dessert Competition Finals at the Festival
- Mention in Festival social media outlets

Gold Sponsor: \$10,000

- Full-page color print and digital advertisement in the Nichi Bei Weekly Obon and Summer Festivals Guide (\$2,370 value)
- Large logo on stage banner
- Logo on 35 Public Service Announcements on NBC Bay Area (if among top four sponsors, on first-come, first-served basis)
- Large logo in event advertising including media partners; large logo on all other promotional material including posters & flyers
- Half-page color advertisement in the Festival Program Booklet (\$1,010 value)
- Vendor booth at the event to display goods & services, including a 10 x 10 foot tent, six-foot table and two chairs
- Large logo and link on the Northern California Soy and Tofu Festival Website
- Admission for 10 to a Special VIP Reception before the Festival, who will help select the finalists of the Tofu Dessert Competition (\$1,250 value)
- Four reserved audience judging seats for the Soy and Tofu Dessert Competition Finals at the Festival
- Mention in Festival social media outlets

Silver Sponsor: \$5,000

- Half-page color print and digital advertisement in the Nichi Bei Weekly Obon and Summer Festivals Guide (\$1,350 value)
- Medium logo on stage banner
- Logo on 35 Public Service Announcements on NBC Bay Area (if among top four sponsors, on first-come, first-served basis)
- Medium logo in event advertising including media partners; medium logo on all other promotional material including posters and flyers
- Quarter-page color advertisement in the Festival Program Booklet (\$720 value)
- Vendor booth at the event to display goods & services, including a 10 x 10 foot tent, six-foot table and two chairs
- Medium logo and link on the Northern California Soy and Tofu Festival Website
- Admission for eight to a Special VIP Reception before the Festival, who will help select the finalists of the Tofu Dessert Competition (\$750 value)
- Two reserved audience judging seats for the Soy and Tofu Dessert Competition Finals at the Festival

Bronze Sponsor: \$2,000

- One 3.75 x 4.38-inch print and digital advertisement in the Nichi Bei Weekly Obon and Summer Festivals Guide (\$275 value)
- Small logo on stage banner
- Small logo in event advertising including media partners; logo on all other promotional material including posters and flyers
- Business card color advertisement in the Festival Program Booklet (\$165 value)
- Small logo and link on the Northern California Soy and Tofu Festival Website
- Admission for four to a Special VIP Reception before the Festival, who will help select the finalists of the Tofu Dessert Competition (\$500 value)
- One reserved audience judging seats for the Soy and Tofu Dessert Competition Finals at the Festival

Entertainment

Stage Sponsor: \$5,000

- Entertainment Stage banner displayed prominently on stage
- Logo identification in print advertising, Festival Website, on Festival Banner, program, posters and flyers
- Acknowledgement in press releases and verbal acknowledgement on stage throughout the Festival
- Business card color advertisement in the Festival Program Booklet (\$165 value)
- A 10' x 10' space near the sponsored stage for your company's promotion at the event
- Admission for four to a Special VIP Reception before the Festival

Tofu Dessert Competition

Sponsor: \$4,000

- Exclusive naming rights to the Soy and Tofu Dessert Competition
- Table banner during on-stage competition, as well as banner at Dessert Competition Semi-Finals
- Medium logo on stage banner
- Logo on promotional material such as posters and flyers
- Quarter-page (5.75"W x 6.25"H) advertisement in the Festival Booklet (\$720 value)
- Vendor booth space (10' X 10') at Festival to promote goods & services, including table and chairs (\$200+ value)
- Medium logo and link on the Festival Website
- Admission for eight to a special VIP Reception in May (\$750 value)
- Two reserved audience judging seats for the Soy and Tofu Dessert Competition Finals at the festival
- Mention in Festival social media outlets

Tiny Tofu Town Sponsor

(children's activities area): \$3,000

- Banner in area
- Logo identification in print advertising, Festival Website, on Festival Banner, program, posters and flyers
- Acknowledgement in press releases and verbal acknowledgement on stage throughout the Festival
- A 10' x 10' space in Tiny Tofu Town for your company's promotion at the event
- Admission for two to a Special VIP Reception before the Festival

Volunteer T-Shirt

Sponsor: \$300 (limited to 6)

- Your logo imprinted on 150 volunteer T-shirts.
- This opportunity is available to the first 6 businesses, organizations or individuals
- Each shirt will have the Festival graphic on the front and "VOLUNTEER" on the back, with each sponsor logo underneath on back



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Nichi Bei Foundation, P.O. Box 15693, San Francisco, CA 94115

415.673.1009 office | 415.673.1063 fax | sponsors@soyandtofufest.org | www.soyandtofufest.org



SPONSORSHIP CONTRACT

We wish to participate in the fifth annual Northern California Soy and Tofu Festival as a:

- SPONSORSHIP OPTIONS: TITLE SPONSOR (\$15,000), GOLD SPONSOR (\$10,000), SILVER SPONSOR (\$5,000), BRONZE SPONSOR (\$2,000), ENTERTAINMENT STAGE SPONSOR (\$5,000), TOFU DESSERT COMPETITION SPONSOR (\$4,000), TINY TOFU TOWN SPONSOR (\$3,000), VOLUNTEER T-SHIRT SPONSOR (\$300)

Name of Company or Organization _____

Contact _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Website _____ e-mail _____

Signature _____ Date _____

Benefits will commence with receipt of completed application form and full payment. Once application and payment is received and accepted, you will receive an e-mail confirmation with booth information, if applicable. E-mail logo to sponsors@soyandtofufest.org by March 2, 2015.

APPLICATION AND PAYMENT DEADLINE IS MONDAY, MARCH 2, 2015

Sponsorship checks must be made payable to "Nichi Bei Foundation." FEE IS NON-REFUNDABLE, and event is held rain or shine. Send check and application to:

Nichi Bei Foundation
P.O. Box 15693
San Francisco, CA 94115

The Nichi Bei Foundation is an exempt organization under Section 501(c)(3) of the U.S. Internal Revenue Code, tax ID number 27-0700443. Your donation is tax-deductible to the full extent permitted by law. For more information, contact (415) 673-1009, e-mail sponsors@soyandtofufest.org or visit www.soyandtofufest.org.



DO NOT WRITE IN THIS SPACE. FOR INTERNAL PURPOSES ONLY.

Date Received _____ Received by _____

Amount Enclosed _____ Check No. _____