



Eighth Annual NORTHERN CALIFORNIA SOY AND TOFU FESTIVAL



Come discover the joy of soy!

SATURDAY, JUNE 30, 2018 • THE EVENT CENTER AT SAINT MARY'S CATHEDRAL, SAN FRANCISCO

SPONSORSHIP OPPORTUNITIES

Title Sponsor: \$10,000 (limited to one)

- Stage Banner
- Banner advertisement on www.soyandtofufest.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 color half-page (9.75"W x 6.25"H) print and digital advertisements in the Nichi Bei Weekly (\$4,650 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 space, six-foot table and two chairs
- Largest logo and link on the Northern California Soy and Tofu Festival Website at www.soyandtofufest.org and Nichi Bei Website at www.nichibei.org.
- Admission for 10 to the Festival, who will be audience judges at the Soy and Tofu Dessert Competition Finals at the Festival
- Mention in Festival social media outlets

Gold Sponsor: \$7,500

- Full-page color print and digital advertisement in the Nichi Bei Weekly Obon and Summer Festivals Guide and one half-page color advertisement (\$3,550 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 space, six-foot table and two chairs
- Large logo and link on the Northern California Soy and Tofu Festival Website
- Admission for 10 to the Festival
- 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 and one quarter page color advertisement (\$2,070 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 space, six-foot table and two chairs
- Medium logo and link on the Northern California Soy and Tofu Festival Website
- Admission for eight to the Festival
- Two reserved audience judging seats for the Soy and Tofu Dessert Competition Finals at the Festival

Bronze Sponsor: \$2,000

- One 3.75 x 4.10-inch color print and digital advertisement in the Nichi Bei Weekly Obon and Summer Festivals Guide and one quarter page black-and-white advertisement (\$920 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 the Festival
- One reserved audience judging seat for the Soy and Tofu Dessert Competition Finals at the Festival

Entertainment

Stage Sponsor: \$5,000

- Half-page color print and digital advertisement in the Nichi Bei Weekly Obon and Summer Festivals Guide (\$1,350 value)
- 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 eight to the Festival

Tofu Dessert Competition Sponsor: \$3,000

- Exclusive naming rights to the Soy and Tofu Dessert Competition
- Table banner during on-stage competition
- 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 (\$100+ value)
- Medium logo and link on the Festival Website
- Admission for six to the Festival
- 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): \$1,000

- 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
- Admission for two to the Festival

Volunteer T-Shirt Sponsor: \$200 (limited to 5)

- Your logo imprinted on 100 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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SATURDAY, JUNE 30, 2018 • THE EVENT CENTER, SAN FRANCISCO

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 AGREEMENT

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

- | | | | |
|---|----------|--|---------|
| <input type="checkbox"/> TITLE SPONSOR (limited to one) | \$10,000 | <input type="checkbox"/> ENTERTAINMENT STAGE SPONSOR: | \$5,000 |
| <input type="checkbox"/> GOLD SPONSOR | \$7,500 | <input type="checkbox"/> TOFU DESSERT COMPETITION SPONSOR: | \$3,000 |
| <input type="checkbox"/> SILVER SPONSOR | \$5,000 | <input type="checkbox"/> TINY TOFU TOWN SPONSOR: | \$1,000 |
| <input type="checkbox"/> BRONZE SPONSOR | \$2,000 | <input type="checkbox"/> VOLUNTEER T-SHIRT SPONSOR (limited to 6): | \$200 |

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 April 27, 2018.

APPLICATION AND PAYMENT DEADLINE IS FRIDAY, APRIL 27, 2018

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. _____