



Ninth Annual NORTHERN CALIFORNIA SOY AND TOFU FESTIVAL



Come discover the joy of soy!

SATURDAY, JUNE 29, 2019 • THE EVENT CENTER AT SAINT MARY'S CATHEDRAL, SAN FRANCISCO

SPONSORSHIP OPPORTUNITIES

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

- Stage Banner
- One year Website banner (300 x 250 pixels) ad on Festival Website and Nichi Bei Website
- Logo on Public Service Announcements on television and social media
- Largest logo on all promotional and event advertising
- Full-page (9.75"W x 13.00"H) color Ad in the Obon & Summer Festivals Guide and two half-page (9.75"W x 6.25"H) color advertisement in the regular issue (\$4,650 value), including Print and Digital Editions
- Back cover full-page (9.75"W x 6.25"H) color advertisement in Festival Program (\$1,750 value)
- 10' x 10' Vendor booth at Festival
- 10 VIP admission to the Festival and 10 audience judges for the Soy and Tofu Dessert Competition

Gold Sponsor: \$7,500

- One year Website banner (300 x 170 pixels) ad on Festival Website
- Full-page (9.75"W x 13"H) color advertisement in the Obon & Summer Festivals Guide and one half-page (9.75"W x 6.25"H) color advertisement in the Nichi Bei Weekly (\$3,550 value), including Print and Digital Editions
- Large logo on stage banner
- Logo on Public Service Announcements on television and social media
- Large logo on all promotional and event advertising
- Half-page (9.75"W x 6.25"H) color ad in Festival Program (\$1,010 value)
- 10' x 10' Vendor booth at Festival
- 10 VIP admission to the Festival and four audience judges for the Soy and Tofu Dessert Competition

Silver Sponsor: \$5,000

- One year Website banner (300 x 100 pixels) ad on Festival Website
- Half-page (9.75"W x 6.25"H) color advertisement in Obon & Summer Festivals Guide & one quarter page (5.75"W x 6.25"H) color advertisement (\$2,070 value), including Print and Digital Editions
- Medium logo on stage banner
- Logo on Public Service Announcements on television and social media
- Medium logo on all promotional and event advertising
- Quarter page (5.75"W x 6.25"H) color advertisement in the Festival Program (\$720 value)
- 10' x 10' Vendor booth at Festival
- 8 VIP admission to the Festival and two audience judges for the Soy and Tofu Dessert Competition

Bronze Sponsor: \$2,000

- Small logo and link on Festival Website
- One 3.75"W x 4.10"H color advertisement in the Obon & Summer Festivals Guide and one quarter page (5.75"W x 6.25"H) black and white advertisement in the Nichi Bei Weekly (\$920 value), including Print and Digital Editions
- Small logo on stage banner
- Small logo on all promotional and event advertising
- Business card (3.75"W x 2.00"H) color advertisement in the Festival Program (\$165 value)
- Four VIP admission to the Festival and one audience judge for the Soy and Tofu Dessert Competition

Cooking Demonstrations / Entertainment Sponsor: \$5,000

- Small logo and link on Festival Website
- One 3.75"W x 4.10"H color advertisement in the Obon & Summer Festivals Guide and one quarter page (5.75"W x 6.25"H) black and white advertisement in the Nichi Bei Weekly (\$920 value), including Print and Digital Editions
- Small logo on stage banner
- Small logo on all promotional and event advertising
- Business card (3.75"W x 2.00"H) color advertisement in the Festival Program (\$165 value)
- Four VIP admission to the Festival and one audience judge for the Soy and Tofu Dessert Competition

Tofu Dessert Competition Sponsor: \$3,000

- Exclusive naming rights to the Soy and Tofu Dessert Competition
- Table banner on-stage during competition
- Medium logo on stage banner
- Logo on all promotional and event advertising
- Quarter page (5.75"W x 6.25"H) color advertisement in the Festival Program (\$720 value)
- 10' x 10' Vendor booth at Festival
- Medium logo and link on Festival Website
- Six VIP admission to the Festival and two audience judges for the Soy and Tofu Dessert Competition

Tiny Tofu Town Sponsor (children's activities): \$1,000

- Banner in area
- Logo on all promotional and event advertising
- Acknowledgement in press releases and acknowledgement on stage throughout the Festival
- 10' x 10' Vendor booth at Festival
- Two VIP Admission to the Festival

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

- Your logo imprinted on volunteer T-shirts
- Two VIP Admission to the Festival

RAFFLE DONATIONS

Raffle Item Valued at \$2,000

- Small logo and link on Festival Website
- One 3.75"W x 4.10"H color advertisement in the Obon & Summer Festivals Guide and one quarter page (5.75"W x 6.25"H) black and white advertisement in the Nichi Bei Weekly (\$920 value), including Print and Digital Editions
- Small logo on stage banner
- Small logo on promotional and event advertising
- Business card (3.75"W x 2.00"H) color advertisement in the Festival Program (\$165 value)
- Four VIP admission to the Festival and one audience judge for the Soy and Tofu Dessert Competition

Raffle Item Valued at \$1,000

- One 3.75"W x 4.10"H color advertisement in the Obon & Summer Festivals Guide (\$450 value)
- Logo on promotional and event advertising
- 10' x 10' Vendor booth at Festival
- Two VIP Admission to the Festival

Raffle Item Valued at \$500

- Logo on promotional and event advertising
- 10' x 10' Vendor booth at Festival
- Two VIP Admission to the Festival



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NORTHERN CALIFORNIA SOY AND TOFU FESTIVAL

SATURDAY, JUNE 29, 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 ninth annual Northern California Soy and Tofu Festival as a:

- Radio button options for sponsorship levels: TITLE SPONSOR (\$10,000), GOLD SPONSOR (\$7,500), SILVER SPONSOR (\$5,000), BRONZE SPONSOR (\$2,000), ENTERTAINMENT STAGE SPONSOR (\$5,000), TOFU DESSERT COMPETITION SPONSOR (\$3,000), TINY TOFU TOWN SPONSOR (\$1,000), VOLUNTEER T-SHIRT SPONSOR (limited to 5) (\$200)

I'd like to donate a RAFFLE Item: _____ Value: \$ _____

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 29, 2019.

APPLICATION AND PAYMENT DEADLINE IS FRIDAY, MARCH 29, 2019

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. _____