



**Celebrate the 20th Anniversary of Taste of Morgan Hill  
 Saturday & Sunday September 26 & 27, 2009 Downtown Morgan Hill**

**MORGAN HILL**  
**CHAMBER OF COMMERCE**

90 E. Second St., Morgan Hill, CA 95037 • P.O. Box 786 Morgan Hill, CA 95038 • [www.morganhill.org](http://www.morganhill.org)

*For more information, please contact:  
 Lorraine Welk ~ Sponsor Chair (408) 782-2873*



# 20th Anniversary “TASTE OF MORGAN HILL” September 26-27, 2009

## Executive Summary Event Sponsorship

- Dates:** Saturday & Sunday, September 26-27, 2009 from 10 am to 6 pm
- Location:** Downtown Morgan Hill, Monterey Road from Main to Dunne
- Projected Attendance:** 50,000+ people over two days from the Counties of Santa Clara, San Benito and Santa Cruz, with an emphasis on South County.
- Organizers:** Morgan Hill Chamber of Commerce
- Admission:** Free admission and free parking
- Event Description:** Art & Wine Festival featuring quality arts & craft vendors, variety of food vendors with local restaurants, wine & beer tasting, professional live music, Children’s entertainers and “Kids Zone”, “Business Expo” featuring local business & commercial exhibits, community non-profit group displays, Quilt Show and Custom & Classic Car Show.

# ADVERTISING & PROMOTIONS



The Taste of Morgan Hill is advertised extensively in the Northern California Bay Area and Santa Clara and San Benito counties in both the print and electronics media.

Sponsors are recognized in the press release that is distributed to ALL local print and electronic media in the Bay Area as well as recognized through the various advertising and promotional opportunities.

## Print Media

Primary advertising is through the Morgan Hill Times, Gilroy Dispatch, Santa Cruz Good Times, Hollister Freelance, Monterey Art & Wine Magazine, Out & About Magazine and the Country News. Advertising and editorials are published for approximately 30-40 days prior to event. Over five thousand subscribers receive the Morgan Hill Times and Gilroy Dispatch. Out & About Magazine has a distribution of over 100,000. PSA's for event calendar listings are sent to all Bay Area print media and also advertised in various organization's website calendars. The Morgan Hill Chamber of Commerce will have a designated "Taste of Morgan Hill" homepage, acknowledging the sponsors of the event. Event programs are inserted and distributed to subscribers one week prior to the event. These programs, prominently listing sponsors, are inserted in all vendor packets.

## Television & Cable Media

Over 500 thirty-second commercials are aired on local television and cable networks. TV sponsor is KSBW. Public access Channel 19 runs PSA's repeatedly on the character generator and PSA's for event calendar listings are sent to all television and cable media in the Bay Area.

## Radio Media

The event organizers will run thirty second commercials regularly one week prior to event. Radio sponsors include KFOX, KBAY and KRTY. PSA's for event calendar listings are sent to all Bay Area radio media.

## Promotional Advertising

Event posters will be displayed throughout Morgan Hill as well as displayed at local businesses and retail establishments.



# 20th Anniversary “TASTE OF MORGAN HILL” September 26-27, 2009 SPONSOR OPPORTUNITIES

## **Hiram Morgan Hill Level - Event Sponsor** **\$10,000**

All benefits of our Poppy Jasper and El Toro sponsors plus the following:

- \* Presenting sponsor of entire event.
- \* Exclusive affiliation of company name on posters.
- \* Company name included on all radio commercials and logo and business name included in local network & cable commercials. See advertising page for all advertising schedules.
- \* Other perks negotiable.

## **El Toro Level - Co-Sponsor** **\$5,000**

All benefits of our Poppy Jasper sponsor plus the following:

- \* Promotional exposure on ALL advertising and event promotions materials.
- \* Business name listed in local network & cable commercials. See advertising page for all advertising schedules.
- \* Other perks negotiable.

## **Poppy Jasper Level** **\$2,500**

- \* Logo/name displayed on all print media, press releases, advertising and event program.
- \* Logo/name displayed on a personalized banner at a prominent location during event.
- \* 10x10 space in high traffic area.

## **Venue Level Sponsor Opportunities:**

Food Court Sponsor	\$ 5,000
Wine Glass Sponsor (with your company logo on one side)	\$ 4,000
Beer Glass Sponsor (with your company logo on one side)	\$ 4,000
T-Shirt Sponsor	\$ 3,000
Hospitality/ VIP Tent Sponsor	\$ 2,500
Entertainment Stage (2 available)	\$ 500
Golf Cart Sponsor (3 available)	\$ 500

In kind sponsorships negotiated on an individual basis. For more information on sponsorship opportunities, Please contact Lorraine Welk, Sponsor Chair, @ 408.782.2873 or [lwelk@gavilan.edu](mailto:lwelk@gavilan.edu)  
Or the Chamber at 408.779.9444