



South Valley Quilt Association

PO Box 2348 • Morgan Hill, CA 95038

408.842.8677

www.svqa.org • svqa@morganhill.org

Event Fact Sheet

Harvest Quilt Show

September 29 & 30 2007

The Harvest Quilt Show

The South Valley Quilt Association, a non-profit community based volunteer organization, plans, funds and implements the annual Harvest Quilt Show at the Taste of Morgan Hill. SVQA believes that this major exhibit contributes to the South Valley community's knowledge and enjoyment of quilt art.

The Harvest Quilt Show is held in conjunction with the Taste of Morgan Hill, an annual citywide event with an estimated audience of 50,000. The Taste attracts a culturally diverse audience of men, women, and children who come together to enjoy delicious local food, wines, micro-brewed beers, classic and custom cars, local bands, fine art and craft vendors, a kids fun zone, the Quilt Show and more.

Why

The Association's purpose is to promote the appreciation of the art of quilting by displaying quilt art for public viewing, to provide educational opportunities by sponsoring and supporting quilting activities and encourage quilt making. The Association believes the art of quilting will enrich the community and should be available to everyone. Quilting is deeply rooted in American history, yet allows for a wide range of artistic expression, from traditional to contemporary styles, from the practical and utilitarian to museum quality art.

Admission

Because the Harvest Quilt Show takes place in conjunction with the Tastes of Morgan Hill it can draw from a huge potential audience. In order to encourage the attendance of non-quilters, it is important that admission and parking are free. Quilters of all ages and abilities are encouraged to exhibit quilts. Also, there is no entry fee for quilt exhibitors. An estimated 15,000 people enjoyed the Quilt Show last year.

Where & When

The Harvest Quilt Show is located at the beautiful Morgan Hill Community & Cultural Center, 17000 Monterey Road. The Taste of Morgan Hill takes place just outside this building along six blocks of Monterey Road that is blocked off for this major city event.

Saturday, September 29, 2007 10:00 to 6:00 Sunday, September 30, 2007 10:00 to 5:00

Benefactors of the Show

A general and diverse audience has unique access to a free major art event. The city benefits from the additional visitors who dine and shop in the city. Profits from the show support a Textile Arts Scholarship Fund for students majoring in this field.

Promotion

SVQA promotes the show nationally in event calendars in quilt related publications and websites, and by direct mailings to quilt guilds and shops in the Bay Area and Central California areas. Take-with show literature is provided to local quilt shops and guilds.

Why We Need You

The South Valley Quilt Association is an all-volunteer organization that depends on community sponsorships to present the Harvest Quilt Show. Members dedicate much time, effort and money throughout the year organizing the show and making quilts and hand crafted items to sell in the show boutique, but it takes additional funding from community supporters to help us achieve our goal of an admission free quality art event. The Association seeks businesses and individuals who are interested in supporting this major art event. For sponsorship opportunities, please contact, Kathy Sullivan 408-782-9098 or kcks05@aol.com.



South Valley Quilt Association

PO Box 2348 • Morgan Hill, CA 95038

408.842.8677

www.svqa.org • svqa@morganhill.org

Sponsor Packages

Harvest Quilt Show

September 29 & 30 2007

*Partner with the South Valley Quilt Association as we
enrich the South Valley with this major textile art attraction*

El Toro Sponsor at least \$1,500 or In-Kind Donation worth at least \$3,000

- Preview the show Friday evening and select the quilt to receive the El Toro Sponsor's Award and present a ribbon to the recipient. A photo of the winning quilt will be posted on SVQA website acknowledging you as the awarding sponsor.
- Your name or company name and logo displayed on a custom banner in a prominent location during the event, recognizing you as distinguished El Toro Sponsor
- Your name or company name and logo will be placed on the Movie Media theatre ad to be shown in each of the eight Cinelux Tennant Stations Stadium Cinemas (June through September)
- Your name or company name and logo will be placed on the SVQA website, with a link to your website recognizing you as a distinguished El Toro Sponsor
- Your name or company name and logo on all print media, press releases and advertising produced by the South Valley Quilt Association
- Acknowledgement as an El Toro Sponsor in the Harvest Quilt Show program
- Full-page ad in the Harvest Quilt Show program

Rose of Morgan Hill Sponsor \$1,00 to \$1,499 or In-Kind Donation worth at least \$2,000

- Your name or company name and logo to be placed on the 5,000 door prize tickets
- Your name or company name and logo displayed on a custom banner in a prominent location during the event, recognizing you as distinguished Rose of Morgan Hill Sponsor
- Your name or company name and logo will be placed on the SVQA website, with a link to your website, recognizing you as a distinguished Rose of Morgan Hill Sponsor
- Your name or company name and logo on all print media, press releases and advertising produced by the South Valley Quilt Association (does not include the Movie Media ad)
- Acknowledgement as a Rose of Morgan Hill Sponsor in the Harvest Quilt Show program
- Half-page ad in the Harvest Quilt Show program

Cherry Blossom Sponsor \$500 to \$999 or In-Kind Donation worth at least \$1,000

- You or one of your representatives will draw some or all (depending on number of sponsors) of the winning door prize tickets on Sunday, September 24th
- Your name or company name and logo displayed on a custom banner in a prominent location during the event, recognizing you as a distinguished Cherry Blossom Sponsor
- Your name or company name listed on the SVQA website as a distinguished Cherry Blossom Sponsor
- Acknowledgement as a Cherry Blossom Sponsor in the Harvest Quilt Show program
- Quarter-page ad in the Harvest Quilt Show program

Friends of the Harvest Quilt Show \$100 to \$499

- Acknowledgement as a Friend of the Harvest Quilt Show in the event program
- Business card size ad in the Harvest Quilt Show Program