

Active 20-30 Club
Bakersfield Chapter #27
Est. August 7, 1928



*"A Man Never Stands So
Tall As When He Kneels
To Help A Child"*

Bakersfield Active 20-30 Club Presents The 18th Annual Bakersfield Festival of Beers Saturday, April 24th, 2010 Stramler Park

The 2009 – 17th Annual Bakersfield Festival of Beers was a huge success as sponsors helped to raise more than \$70,000 for Kern County Children's Charities. We need your continued support to reach this season's goal of \$100,000!

Here is what you can expect to see at this year's 18th Annual
BAKERSFIELD FESTIVAL OF BEERS

- **More than 3,500 attendees**
- **Over 125 domestic, imported and microbrews for sampling**
- **Delicious food from local restaurants**
- **More than 90 booths competing in a "booth decorating contest"**
- **Three live bands on the main stage**
- **Karaoke and Dj's**
- **Souvenir cups and wine glasses**
- **A great day in the sun with friends**
- **VIP tent area**

Attached you will find the sponsor agreement for the 18th Annual Bakersfield Festival of Beers. If you have any questions please call, Nick Stobaugh, Chairman (661) 301-1108, Kevin Harrer, Co-Chair (661) 706-2997 or Bryan Porter, Event Advisor (661) 706-7453. You may also email us at FOB@Active2030.org.

On behalf of the Active 20-30 Club and Kern County Children's Charities, we would like to thank you for your support!

Sincerely,

Nick Stobaugh

Chairman, 18th Annual Bakersfield Festival of Beers



**The 18th Annual - Bakersfield
Festival of Beers Sponsorship Agreement**
Proceeds Benefit Kern County Children's Charities

Presenting Sponsor - \$10,000

- Please contact an event chairman for this opportunity

Stage Sponsor - \$5,000

- Stage will be referred to as "your company's name" Stage
- Announcements will be made between acts that the stage is sponsored by "your company name"
- Banners, provided by sponsor, will be placed on stage
- Company logo prominently displayed on promotional posters
- Inclusion in promotional print, radio & television spots
- Recognition in all press releases
- Recognition in the Festival of Beers Program
- One booth in premier location (table provided)
- (10) VIP tickets

Tent Sponsor – 3 Available \$4,000

- Cool Zone Tent (approx. 10x20) Tent will be referred to as "your company's name".
- Company logo prominently displayed on promotional posters
- Inclusion in promotional radio & television ad
- Recognition in all press releases
- Recognition in the Festival of Beers Program
- Two booths (table provided)
- (8) VIP tickets

Ticket Sponsor – 2 Opportunities \$2,000

- You will receive ½ of the back side of the ticket to promote your company
- Company logo prominently displayed on promotional posters
- Inclusion in promotional radio spots for the event
- Recognition in all press releases
- Recognition in the Festival of Beers Program
- One booth (table provided)
- (6) VIP tickets

Gold Level – Unlimited Opportunities, \$1,500

- Inclusion in promotional radio spots for the event
- Recognition in all press releases
- Recognition in the Festival of Beers Program
- Two booths (table provided)
- (8) VIP tickets

Silver Level – Unlimited Opportunities, \$750

- Recognition in all press releases
- Recognition in the Festival of Beers Program
- One booth (table provided)
- (8) General Admission Tickets

Bronze Level – Unlimited Opportunities, \$350

- Recognition in the Festival of Beers Program
- One booth (table provided)
- (4) General Admission Tickets

VIP Sponsor – One Opportunity, \$4,000

- VIP section will be referred to as “your company name” VIP section
- Announcements will be made between acts that the VIP section is sponsored by “your company name”
- Banners, provided by sponsor, will be placed at the VIP section
- Company logo prominently displayed on promotional posters
- Inclusion in promotional print, radio & television spots
- Recognition in all press releases
- Recognition in the Festival of Beers Program
- (10) VIP tickets

Food Sponsor General & VIP – \$350 Cash, plus 500 Food Samples

- Recognition in all press releases
- Recognition in the Festival of Beers Program
- One booth in general area
- One table provided in VIP area (for 500 Food Samples).
- (4) VIP tickets

Food Sponsor VIP Only – 500 Food Samples

- Recognition in all press releases
- Recognition in the Festival of Beers Program
- One table provided in VIP area (for 500 Food Samples).
- (4) General Admission Tickets



The 18th Annual Bakersfield Festival Of Beers Sponsorship Acceptance Agreement

Event Date: April 24th, 2010

Set Up Time: 9:00am - Noon

Event Duration: 1pm-5pm

Sponsor's Company Name: _____

Sponsor Level: ___ Presenting, ___ Stage, ___ Platinum, ___ Gold, ___ Tent
___ Silver, ___ Bronze, ___ Ticket, ___ VIP, ___ General & VIP Food, ___ VIP Food Only

Sponsorship Value: _____, Cash _____, Trade

All booth sponsors are encouraged to decorate their booth and are automatically entered in the "Booth Decorating Contest". The winner of the contest will receive a plaque and a complimentary Bronze level sponsorship for the 19th Annual Bakersfield Festival of Beers. **You will not be pouring any product at your booth**, volunteers will be provided to handle this task. You are welcome have people man your booth and pass out FREE promotional items or informational pamphlets.

Important Information, PLEASE READ!!!

- Beer pourers will be provided
- Booth Space Consists Of: One - 10' x 5' Space on Grass or Dirt and One - 8'x3' Table. No Chairs Provided. No Canopy Covers Are Provided But Are Welcomed.
- You Will Need A Ticket To Work Your Booth At The Event
- Enter Through Sam Lynn Ball Park Side, North Gate Entrance
- ALL Booth Set up Must Be Completed By Noon, booth Preparation starts at 9am.
- Please E-mail Company Logo For All \$750+ Sponsors to FOB@Active2030.org

SPONSOR COPY

Thank You For Your Support,

Nick Stobaugh

Nick Stobaugh, Event Chairman
661-301-1108
nick@active2030.org

Kevin Harrer

Kevin Harrer, Co-Chair
661-706-2997
kevin@active2030.org



The 18th Annual Bakersfield Festival Of Beers Sponsorship Acceptance Agreement

Sponsor Level: ___ Presenting, ___ Stage, ___ Platinum, ___ Gold, ___ Tent
___ Silver, ___ Bronze, ___ Ticket, ___ VIP, ___ General & VIP Food, ___ VIP Food Only

Value Of Sponsorship: _____

Please mark box if power is requested.

Sponsor Company Name: _____

Address: _____

City, State, Zip: _____

Contact Name: _____, Phone # (____) _____ - _____

Email: _____

Signature: _____ **Date:** _____

ACTIVE 20-30 COPY

Please Make Checks Payable To:
Active 20-30 Club #27
18th Annual Festival of Beers
P.O. Box 415
Bakersfield, CA 93303

20-30 Member Contact

Name: _____