

Sponsor & Exhibitor Registration

Carlsbad Beach Fest
Sat. June 9, 2012



Thank you for supporting **Carlsbad Beach Fest 2012**. We look forward to working with you and making your experience associated with this event enjoyable and rewarding.

Carlsbad Beach Fest (CBF) is growing and quickly becoming a signature event in San Diego North County. Attendance at this year's 5th annual event is expected to exceed 12,000 people.

INSTRUCTIONS

Confirm your contribution and/or reserve booth space at CBF:

- * **Waiver - Please read and sign the Waiver on Page 2**
- * **Confirm Sponsorship - Complete Sponsor Confirmation Form on Page 4, then mail with Waiver, donation, and booth fees (if any) to the address indicated on the Confirmation Form.**
- * **Confirm Exhibitor Participation - Complete Exhibitor Form on Page 3, then mail with Waiver and booth fees to the address indicated on the Exhibitor Form.**

Upon receipt of your completed forms and donation/fees, a thank you email will be sent to you acknowledging your contribution and/or confirming your booth space. In May an Exhibitor Arrival Packet, complete with all the details you will need for the day's event, will be emailed to you.

Event Day - What to Expect: The event runs from 8am-4pm on Sat. June 9, 2012. Exhibitors will be asked to arrive between 6:00 and 7:15am, be escorted by beach vehicles to/from pre-determined areas on the beach, and with assistance from volunteers will have booth spaces completely set up by 8am. In order to ensure the safety of all participants and the public, strict arrival/departure and parking instructions will be enforced. Break down will be staggered and begin at 3pm. The event will take place rain or shine - no refunds awarded past March 30.

Logos: Email one full color and one black/white logo formatted as a PDF or in Adobe Illustrator, now and before April 30 to: info@CarlsbadBeachFestFoundation.org. Sponsorship benefits are included on Page 5.

Mission: The mission of Carlsbad Beach Fest is to highlight Carlsbad's coastal playground as an irreplaceable resource, show appreciation for its beauty and value, and raise community awareness by promoting environmental stewardship in order to help preserve and enhance its beaches and waterways.

Carlsbad Beach Fest is an annual fundraising event and project of the Carlsbad Beach Fest Foundation, a non-profit 501 (c)(3) public charity. All contributions and donations are 100% tax deductible.

Our ID: 35-2421049

Event Waiver: Exhibitor/Participant shall comply with all rules and regulations set forth by the California State Parks, Carlsbad Beach Fest Foundation Inc., and the City of Carlsbad.

Exhibitor/Participant will be responsible for setting up and removing their display. Exhibitor/Participant shall indemnify, hold harmless California State Parks, Carlsbad Beach Fest Foundation Inc., the City of Carlsbad, and their respective officers, directors, volunteers, agents, employees and contractors, against any and all costs and liabilities of any kind (including attorneys' fees) which they incur because of Exhibitor's/Participant's use or occupancy of the space, or as a consequence of Exhibitor's/Participant's promotion of any product or service. Exhibitor/Participant will maintain comprehensive or commercial general liability insurance covering all operations during the Event.

Initial _____

I understand that at this event or related activities, I may be photographed. I agree to allow my photo, video or film likeness to be used for any legitimate purpose by the event holders, producers, sponsors, and organizers.



Print Name:

Company:

Signature:

_____ **Date:** _____ / **2012**

Exhibitor Booth Space

CBF Sat. June 9, 2012



One 10X10 Booth Space _____ **\$250.00**

Bringing Own Tent/Table/Chairs? Yes__ No__

Rent 10X10 pop-up tent, 1 table, 2 chairs (Fee \$100) Yes __ _____ .00

Additional Booth Spaces? Yes__ How many?__ (Fee \$50/space) _____ .00

Rent Additional Furniture? Specify how many sets: _____
(One Set includes 1 pop-up, 1 table, 2 chairs - Fee \$100/Set) _____ .00

Booth Fee Total _____ .00

Please make checks payable to: Carlsbad Beach Fest Foundation

Signed Waiver Enclosed? Check Yes__ **Total Amount Enclosed:** \$ _____

Name of Exhibitor: _____

Representative and Title: _____

Address: _____

Phone: _____ **Fax:** _____

Email: _____

Signature: _____ **Date:** _____

*Please complete and send with fees/donations to: CBFF 300 Carlsbad Village Dr., Ste. 108 #27
Carlsbad, CA 92008*

Sponsor Confirmation

CBF Sat. June 9, 2012



Sponsor benefits are reflected in the Sponsor Levels detailed on Page 4

Sea Bass Sponsor: \$100 Reserve One 10X10 Booth Space? Yes__ (Fee: additional \$150) No__
Bringing Own Tent/Table/Chairs? Yes__ No__ Rent 10X10 pop-up tent, 1 table, 2 chairs (Fee \$100) Yes__
Additional Booth Spaces? Yes__ How many?__ (Fee \$50/space)
Rent Additional Furniture? Specify how many sets: __ (One Set includes 1 pop-up, 1 table, 2 chairs - Fee \$100/Set)

Yellow Fin Sponsor: \$250 Reserve One 10X10 Booth Space? Yes__ (No additional charge) No__
Bringing Own Tent/Table/Chairs? Yes__ No__ Rent 10X10 pop-up tent, 1 table, 2 chairs? Yes__ (Fee additional \$100)
Additional Booth Spaces? Yes__ How many?__ (Fee \$50/space)

Shark Sponsor: \$500 Reserve One 10X10 Booth Space? Yes__ (No additional charge) No__
Reserve 1 Pop-Up Tent, 2 Chairs, 1 Table? Yes__ (No additional charge) No__
Additional Booth Spaces? Yes__ How many?__ (Fee \$50/space)
Rent Additional Furniture? Specify how many sets: __ (One Set includes 1 pop-up, 1 table, 2 chairs - Fee \$100/Set)

Sea Lion Sponsor: \$1000 Reserve One 10X10 Booth Space? Yes__ (No additional charge) No__
Reserve 1 Pop-Up Tent, 2 Chairs, 1 Table? Yes__ (No additional charge) No__
Additional Booth Spaces? Yes__ How many?__ (Fee \$50/space)
Rent Additional Furniture? Specify how many sets: __ (One Set includes 1 pop-up, 1 table, 2 chairs - Fee \$100/Set)

Dolphin Sponsor: \$2,500 Reserve One 10X10 Booth Space? Yes__ (No additional charge) No__
Reserve 1 Pop-Up Tent, 2 Chairs, 1 Table? Yes__ (No additional charge) No__
Additional Booth Spaces? Yes__ How many?__ (Fee \$50/space)
Rent Additional Furniture? Specify how many sets: __ (One Set includes 1 pop-up, 1 table, 2 chairs - Fee \$100/Set)

Gray Whale Sponsor: \$5,000 Reserve Two 10X10 Booth Spaces? Yes__ (No additional charge) No__
Reserve 2 Pop-Up Tents, 4 Chairs, 2 Tables? Yes__ (No additional charge) No__
Additional Booth Spaces? Yes__ How many?__ (Fee \$50/space)
Rent Additional Furniture? Specify how many sets: __ (One Set includes 1 pop-up, 1 table, 2 chairs - Fee \$100/Set)

Sand Dollar Sponsor & Founding Sponsors: \$6,000-\$15,000+
Reserve Two 10X10 Booth Spaces? Yes__ (No additional charge) No__
Reserve 2 Pop-Up Tents, 4 Chairs, 2 Tables? Yes__ (No additional charge) No__
Additional Booth Spaces? Yes__ How many?__ (No additional charge)
Rent Additional Furniture? Specify how many sets: __ (One Set includes 1 pop-up, 1 table, 2 chairs - Fee \$100/Set)

Please make checks payable to: Carlsbad Beach Fest Foundation **Total Amount Enclosed:** \$ _____
Signed Waiver Enclosed? Yes__
Name of Sponsor: _____
Sponsor Representative and Title: _____
Address: _____
Phone: _____ **Fax:** _____
Email: _____
Signature: _____ **Date:** _____

Please complete and send with donation/fees to: CBFF 300 Carlsbad Village Dr., Ste. 108 #27 Carlsbad, CA 92008

Community Sponsor Benefits and Contribution Commitment

Commitment Benefits	Gray Whale \$5000	Dolphin \$2500	Sea Lion \$1,000	Shark \$500	Yellow Fin \$250	Sea Bass \$100
Logo on CBF website for up to 3 months post event	X	X	X	X	X	X
Logo on CBF website for up to 6 months post event	X	X	X	X		
Logo on promo fliers	X	X	X			
Logo on event banner	X	X				
One 10X10 Booth Space					X	
One 10X10 Booth Space, table, 2 chairs, 1 pop-up	X	X	X	X		
Two 10X10 Booth Spaces, 2 tables, 4 chairs, 2 pop-ups	X					
Name announced during Event	X	X	X	X	X	X
Pre/Post event guest passes	10 guests	4 guests	4 guests	2 guests	2 guests	
Logo on street banner(s)	X	X	X			
Name on event PR's	X	X				
Business promotional script announced during event.	X	X				
Link on CBF website one yr.	X					
Name on Event Day schedule	X					

Sand Dollar - Special Event Sponsor Benefits and Contribution Commitment

Sponsoring one or more of the event/area listed in the chart below by committing to the associated rates, ensures the production of event/area and provision of the following benefits: **Includes all of the above plus: 10X10 pop-up with printed Name/Logo erected at sponsored event site, VIP parking Tamarack lot, Hospitality care during event, 10 Commemorative Event T-Shirts, Group Photo taken at site and framed, name on Sponsor List displayed for one year at beach access points.**

Pro Sand Sculpting	\$10,000	Main Stage 1	\$8,000	Main Stage 2	\$8,000
5K Run 12yrs-Adult	\$10,000	Youth Surf Competition	\$8,000	Acoustic Stage	\$6,000
Rough Water Swim	\$10,000	Beach Clean Up	\$6,000	Under Water Sweep	\$10,000
Tri-Run/Swim/Paddle	\$12,000	Ultimate Frisbee Expo	\$6,000	Lifeguard Demos	\$6,000
Kids One Mile Fun Run	\$6,000	Beach Fest T-Shirts	\$8,000	Beach Soccer Expo	\$6,000
Hospitality Area	\$6,000	Zumba-thon Expo	\$6,000	Health & Safety Expo	\$6,000

Starfish - Founding Sponsor Benefits for Contribution Levels of \$15,000+

Benefits include all of the above plus: Founding Sponsors will always be recognized as the community leaders who provide funding to sustain CBF and offer support to initiate and complete coastal improvement projects. Consideration is provided for preference of supporting particular projects. Leadership awards will be presented at CBF 5th anniversary event, recognition given at each annual CBF event, personalized, commemorative plaque placed at beach improvement sites, logo engraved in sand sculpture annually, photo placed in post event press releases.

Founding Sponsor Opportunities are exclusive and require a 5 year commitment. Opportunities expire June 9, 2012.