



# SPICE OF LIFE

## MULTI-CULTURAL FESTIVAL ~ OCTOBER 2, 2010

### 10 AM TO 6 PM ~ "CIVIC CENTER" VICTORVILLE, CALIFORNIA

#### EVENT SUMMARY

##### Mission Statement

The City of Victorville recognizes its community is comprised of a rich and culturally diverse population.

**Spice of Life** is designed to celebrate and embrace the various cultures that exist side by side in the community through a one-day event at the Victorville "**Civic Center.**"

##### Event Objectives

- To annually bring together the community to recognize the cultural differences and celebrate the unity of the entire community.
- To foster greater tolerance within Victorville and the Victor Valley.
- To work closely with the local school districts to develop a companion curriculum focusing on cultural diversity to coincide with the event.
- To offer all High Desert residents an opportunity to proudly share their culture with the community at large.

##### Event Committee Goals:

- Provide quality entertainment and vendors at the event.
- Secure a number of sponsors to help offset the event costs.
- Establish & maintain a culturally diverse committee to help develop and promote the event.
- Recruit volunteers for event support.
- Attract a diverse crowd to the event, representing various age groups and ethnicities.
- Strive for attendance in excess of 12,000.

#### EVENT DESCRIPTION

##### Overview

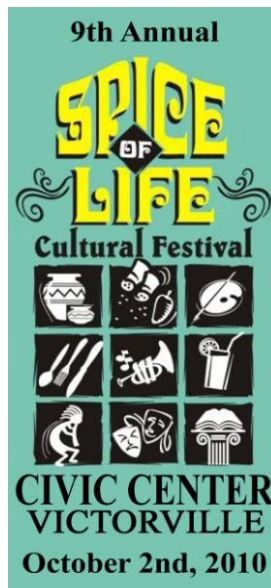
A one-day multi-cultural celebration featuring music, dance, food and arts and crafts from around the world.

##### Event Specifics

- Date: Saturday, October 2, 2010
- Time: 10 AM to 6 PM
- Location: Civic Center  
14343 Civic Dr.  
Victorville

##### Event Activities

- Live Music
- Dance
- Food Court
- Demonstrations
- Craft & Memorabilia Booths
- Education Booths
- Area Service Club Booths
- Custom Car Exhibit
- New Car Models
- Custom Motorcycles
- Fire trucks & City Vehicles
- Children's Activities



#### MARKETING PLAN

##### Advertising

**Print** The Spice of Life Committee will advertise the event through both paid advertising and trade-out packages with the print media. This includes local newspapers, magazines, college and trade publications, and the City's *RecPages*. In addition to local media, the City will place a special focus on minority publications.

**Electronic** The Spice of Life Committee will advertise the event through both paid advertising and trade-out packages with the electronic media.

**Direct Mail** Through various sponsorships with direct mailing companies, advertisements for the event will be mailed to 100,000+ households in the High Desert. Additionally, major area employers will be provided information to place in employee newsletters.

##### Media

**Print/Electronic** The Spice of Life Committee will send out news releases to all major newspapers and radio stations, and Ads will run on Charter TV.

**Banners** The Spice of Life Committee will purchase banners to place around the Civic Center, the site of the event, to help advertise the event.

**Internet** The Spice of Life Committee will post information to its Website, and work with area Chambers Of Commerce to establish links to other sites and various internet news media.

**Signage** Temporary signs will be erected throughout the community at strategic intersections. In addition, custom ads will appear on the electronic freeway sign at the auto park.



**SPICE OF LIFE  
MULTI-CULTURAL FESTIVAL ~ OCTOBER 2, 2010  
10 AM to 6 PM - "CIVIC CENTER" VICTORVILLE, CALIFORNIA**

<p><b><u>Platinum Sponsor: \$7,500</u></b></p> <ul style="list-style-type: none"> <li>Listed as a lead sponsor of the event</li> <li>Your banner displayed at the event site</li> <li>Listed in numerous printed materials &amp; event program</li> <li>Listed in TV &amp; Radio commercials</li> <li>Identified as Platinum Sponsor on event banners</li> <li>Verbal recognition by the event emcee</li> <li>Free Vendor booth (<i>must fill out Vendor Application</i>)</li> </ul>	<p><b><u>Gold Sponsors: \$5,000</u></b></p> <ul style="list-style-type: none"> <li>Your banner displayed at the event site</li> <li>Listed in numerous printed materials &amp; event program</li> <li>Listed in TV &amp; Radio commercials</li> <li>Identified as Gold Sponsor on event banners</li> <li>Verbal recognition by the event emcee</li> <li>Free Vendor booth (<i>must fill out Vendor Application</i>)</li> </ul>
<p><b><u>Silver Sponsors: \$2,500</u></b></p> <ul style="list-style-type: none"> <li>Listed in numerous printed materials &amp; event program</li> <li>Listed in TV &amp; Radio commercials</li> <li>Identified as Silver Sponsor on event banners</li> <li>Verbal recognition by the event emcee</li> <li>Free Vendor booth (<i>must fill out Vendor Application</i>)</li> </ul>	<p><b><u>Bronze Sponsors: \$1,000</u></b></p> <ul style="list-style-type: none"> <li>Listed in large advertisements at the event</li> <li>Listed in numerous printed materials &amp; event program</li> <li>Identified as Bronze Sponsor on event banners</li> <li>Verbal recognition by the event emcee</li> <li>Free Vendor booth (<i>must fill out Vendor Application</i>)</li> </ul>
<p><b><u>Patron Sponsors: \$500</u></b></p> <ul style="list-style-type: none"> <li>Verbal recognition by the event emcee</li> </ul>	<p><b><u>Friend Sponsors: \$100</u></b></p> <ul style="list-style-type: none"> <li>Verbal recognition by the event emcee</li> </ul>
<p><b><u>Main Stage Sponsor: \$3,000</u></b></p> <ul style="list-style-type: none"> <li>Your banner displayed on Main Stage during event</li> <li>Listed in numerous printed materials &amp; event program</li> <li>Listed in TV &amp; Radio commercials</li> <li>Identified as Main Stage Sponsor on event banners</li> <li>Verbal recognition by the event emcee</li> <li>Free Vendor booth (<i>must fill out Vendor Application</i>)</li> </ul>	<p><b><u>Community Stage Sponsor: \$2,000</u></b></p> <ul style="list-style-type: none"> <li>Your banner displayed on Community Stage during event</li> <li>Listed in numerous printed materials &amp; event program</li> <li>Listed in TV &amp; Radio commercials</li> <li>Identified as Community Stage Sponsor on event banners</li> <li>Verbal recognition by the event emcee</li> <li>Free Vendor booth (<i>must fill out Vendor Application</i>)</li> </ul>
<p><b><u>Food Court Sponsor: \$1,500</u></b></p> <ul style="list-style-type: none"> <li>Your banner displayed in Food Court during event</li> <li>Listed in numerous printed materials &amp; event program</li> <li>Identified as Food Court Sponsor on event banners</li> <li>Verbal recognition by the event emcee</li> <li>Free Vendor booth (<i>must fill out Vendor Application</i>)</li> </ul>	<p><b><u>Kid Zone Sponsor: \$2,000</u></b></p> <ul style="list-style-type: none"> <li>Your banner displayed in Kid Zone during event</li> <li>Listed in numerous printed materials &amp; event program</li> <li>Listed in TV &amp; Radio commercials</li> <li>Identified as Kid Zone Sponsor on event banners</li> <li>Verbal recognition by the event emcee</li> <li>Free Vendor booth (<i>must fill out Vendor Application</i>)</li> </ul>

**NOTE:** All sponsorship recognition is dependent on when the application/check is received at City Hall, and the size of the printed material. Only the Logos for the event's Presenting Partners will be displayed.

----- DETACH FORM HERE -----

**2010 SPONSORSHIP APPLICATION**

<b>Business/Organization Name:</b>	<b>Sponsor Package Selection:</b>	<b>Payment Amount:</b>
<b>Contact Name:</b>	<b>Signature:</b>	
<b>Address:</b>	<b>City:</b>	<b>Zip</b>
<b>Phone:</b>	<b>Email:</b>	

**Make checks payable to: SPICE OF LIFE**  
 Fed. ID #95-2235918 -OR- to be tax deductible, make checks payable to **B.E.A.R.S.** Tax ID # 41-2180626.  
*B.E.A.R.S., a 501C3 assisting the Community Services department in its endeavor to serve the citizens of Victorville.*

**SEND CHECKS & APPLICATION TO:**  
**"Spice of Life"**  
**c/o City of Victorville, PO Box 5001**  
**Victorville, CA 92393-5001**  
*For additional sponsorship information, contact the City of Victorville at (760) 955-5257*



**SPICE OF LIFE**  
**MULTI-CULTURAL FESTIVAL ~ OCTOBER 2, 2010**  
**10 AM to 6 PM - "CIVIC CENTER" VICTORVILLE, CALIFORNIA**

**2010 FOOD/MERCHANDISE VENDOR APPLICATION for HDHCC MEMBERS**

**Merchandise & Small /Food Cart** ....\$113 (if received by July 1)    \$135 (if received by Aug. 1)    \$158 (if received by Sept 15)  
 10' x 10" Space in Event Areas

**Food Vendors**.....\$270 (if received by July 1)    \$315 (if received by Aug. 1)    \$338 (if received by Sept 15)  
 20' x 10' Space in Food Court Areas

**Non-Profit Organizations**..... \$45 (if received by July 1)    \$68 (if received by Aug. 1)    \$90 (if received by Sept 15)  
 10' x 10' Space in Event Areas

➡ **DEADLINE for SUBMITTING APPLICATIONS is SEPTEMBER 15**

**Carefully read the following Requirements**

**FOOD VENDORS:** Food vendors shall meet San Bernardino County Health Requirements for event area. Health Permits can be obtained from the County Environmental Health Services Division located at 15505 Civic Drive, Victorville (760) 243-3773. Health Permit **MUST** be submitted **2 weeks prior** to the event, and be displayed in vendor areas during the event.

**MERCHANDISE VENDORS:** A copy of current Seller's permit **MUST** accompany your application when submitted.

**ALL VENDORS:** All Vendors must supply their own booths, tents, canopies, chairs, tables, business banners or signs, utensils, equipment, and 50' heavy duty outdoor electric cords and connector strips, as needed. Due to High Desert winds, all tents, canopies, shade umbrellas **must be properly weighted** at each support pole with 10lb. water buckets or sand bags.

**\*Note: Access to electricity is very limited – check on availability at time of application.**

Space is on a first come - first served basis for event location choice. The committee may change location as necessary. When available, multiple and/or adjoining vendor spaces may be purchased. **NO REFUNDS** will be given.

**SET UP AND TEAR DOWN:** Set up begins at 7:00 am. All setups to be completed and any vehicles removed from the vendor event areas by 9:00 am. **\*\*\*All booths must remain up and vendors remain at the event until closing time at 6:00 pm.**

----- DETACH FORM HERE – RETURN WITH CHECK -----

**MEMBER OF HDHCC**

Name of Organization or Individual: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Representative: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Food     Merchandise     Non-Profit    \_\_\_\_\_ Multiple Spaces (list how many requested spaces)

**FOOD VENDOR: Description of food & price range:** \_\_\_\_\_

Electricity needed? (see \*Note above)     Yes     No    Space Size:     10 x 10     20 x 10    Other \_\_\_\_\_

List type of appliance(s) to be plugged in: Appliance \_\_\_\_\_ Amp Wattage \_\_\_\_\_  
 Appliance \_\_\_\_\_ Amp Wattage \_\_\_\_\_

**RESALE MERCHANDISE: Description of sale items:** \_\_\_\_\_

**Makes all checks payable to Spice of Life**

Spice of Life c/o HDHCC  
 14286 California Ave., Suite 104  
 Victorville, Ca 92392

**For additional vendor information, contact the Hispanic Chamber of Commerce (760) 241-6661**