



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

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

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

Business/Organization Name:	Sponsor Package Selection:	Payment Amount
Contact Name:		Signature:
Address:		City: Zip
Phone:	Email:	
<p>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. <i>B.E.A.R.S., a 501C3, assisting the Community Services department in its endeavor to serve the citizens of Victorville.</i></p>		<p><u>MAIL CHECKS & APPLICATION TO:</u> "Spice of Life" c/o City of Victorville, PO Box 5001 Victorville, CA 92393-5001 <i>For additional sponsorship information, contact the City of Victorville at (760) 955-5257</i></p>



SPICE OF LIFE

MULTI-CULTURAL FESTIVAL ~ OCTOBER 2, 2010

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

EVENT SUMMARY	EVENT DESCRIPTION	MARKETING PLAN
<p>Mission Statement The City of Victorville recognizes its community is comprised of a rich and culturally diverse population.</p> <p>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."</p> <p>Event Objectives</p> <ul style="list-style-type: none"> 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. <p>Event Committee Goals:</p> <ul style="list-style-type: none"> 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, which represents various age groups and ethnicities, in excess of 12,000, to the event. 	<p>Overview A one-day multi-cultural celebration featuring music, dance, food and arts and crafts from around the world.</p> <p>Event Specifics</p> <ul style="list-style-type: none"> Date: Saturday, October 2, 2010 Time: 10 AM to 6PM Location: Civic Center 14343 Civic Dr. Victorville <p>Event Activities</p> <ul style="list-style-type: none"> Live Music Dance Food Court Demonstrations Craft & Memorabilia Booths Education Booths Area Service Club Booths Custom Car Exhibit New Cars Custom Motorcycles Children's Activities 	<p>Advertising</p> <p>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 <i>RecPages</i>. In addition to local media, the City will place a special focus on minority publications.</p> <p>Electronic The Spice of Life Committee will advertise the event through both paid advertising and trade-out packages with the electronic media.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>

