

Oakdale Chocolate Festival

SPONSORSHIP
OPPORTUNTIES





16-17
MAY
2020

OAKDALE CA Chocolate Festival

OAKDALE CHOCOLATE FESTIVAL SPONSORSHIP PACKAGE

MAY 16th & 17th, 2020

The Oakdale District Chamber of Commerce proudly announces our **28th Annual Chocolate Festival to be held May 16 & 17, 2020.** This sponsorship investment package serves as a formal proposal to your business for its financial support.

The Oakdale Chocolate Festival is recognized in the Central Valley as a, "successful and must attend event," providing quality entertainment and attractions. This event provides sponsors broad exposure in our local community. The Oakdale Chocolate Festival operates with professional standards, offers to its attendees the highest value for a fun family-oriented, and with your support will provide for the needs of our students, non-profit organizations, and the community they serve.

There are several businesses and non-profit groups that benefit from this event. Groups to date that have benefited are: American Cancer Society, American Red Cross, Boy & Girl Scouts, Community United Methodist Church, Fire Department Explorers, Interact Club of Oakdale High School, Kiwanis Club, Knights of Columbus, Oakdale C.A.P.S., Oakdale Rotary, Police Department Explorers, San Joaquin Regional Conservation Corps, and Soroptimist . Last year over $7700 was raised for our local service groups. Also, the event averages more than 1 ton in cans goods collected at the gates for Oakdale Community Sharing.

Sponsorship income is also used for a variety of expenses including posters, brochures, signs, security, insurance, entertainment, booth rentals, and more. Your sponsorship will benefit your company through a variety of advertising opportunities.

Visitors come from all over California with a concentration of people from Stanislaus County, San Joaquin County, Bay Area, and Sacramento.

Poster Design from 2019 Oakdale Chocolate Festival



OAKDALE CA Chocolate Festival®

- 2020 SPONSORSHIP LEVELS -

$250 - CHOCOLATE COVERED FRUIT

- Sponsor listing in the festival program
- Eight festival admission tickets
- 4x4 banner placement on festival grounds

$500 - CHOCOLATE CARAMEL

- Sponsor listing in the festival [rogram
- Company brochure placement
- Ten festival admission tickets

Area sponsorships available at this level.
Amenities include above plus logo on area t-shirt:

- Fun Run
- Classic Car Show

$750 - GATE BAGS (1 Sponsor Only)

- Sponsor listing in the festival program
- Opportunity for your company to provide 12K bags given to all attendees.
- Recognition signage at entrance gates

$1,000 - CHOCOLATE ALMOND

- Two 3' X 10' banner placement
- Sponsor listing in the festival program
- Fifteen festival admission tickets

Area sponsorships available at this level.
Amenities include above:

- Kids Area
- Main Stage
- Cooking Stage
- Character Meet & Greet

$2,000 - GOLF CART

- Sponsor logo sign on 10 golf carts
- Sponsor announcements at festival
- Twenty Festival admission tickets

$3,000 - CHOCOLATE FUDGE

- Two 3' X 10' banner placement
- 1/8 page ad in the festival program
- Sponsor name in social media promotion
- One 10' X 10' booth space
- Sponsor announcements at festival
- Twenty festival admission tickets

$5,000 - BRONZE BAR

- Three 3' X 10' banner placement
- Sponsor name in
  - Print advertising
  - Social media
  - Festival brochure**
  - Festival poster *
  - Festival t-shirts
- Sponsor logo on website
- 1/4 page ad in the festival program
- One 10' X 10' booth space
- Sponsor announcements at festival

$10,000 - GOLD BAR

- Exclusive industry sponsor
- Five 3' X 10' banner placement
- Sponsor name in
  - TV advertising
  - Print advertising
  - Radio advertising
  - Festival brochure**
  - Festival posters*
  - Festival t-shirts
  - All social media
- Sponsor logo on website
- 2/3 page ad in the festival program
- One 10' X 20' premier booth space
- Sponsor announcements at festival
- One hundred festival admission tickets

CUSTOM PACKAGE

- **Achieve marketing objectives**
- **Increase your brand loyalty**
- **Reinforce your image**
- **Associate your business**
- **Create the marketing stragey that works for you**

Contact us to create a custom package
209-847-2244
events@oakdalechamber.com

SPONSORSHIP APPLICATION
OAKDALE CHOCOLATE FESTIVAL
MAY 16th & 17th, 2020

Please include my company as a sponsor for the Oakdale Chocolate Festival.

PLEASE TYPE OR PRINT THE FOLLOWING INFORMATION:

COMPANY NAME _____

CONTACT PERSON _____

STREET ADDRESS _____ **STATE** _____ **ZIP** _____

MAILING ADDRESS _____ **STATE** _____ **ZIP** _____

TELEPHONE NUMBER _____**EMAIL** _____

PACKAGE DESCRIPTION TITLE _____**AMOUNT** _____

PAYMENT _____**CHECK** _____**CASH**_____**CALL FOR CREDIT CARD**_____**BILL ME**

Thank you for your support of the Oakdale Chocolate Festival

PLEASE RETURN THIS COMPLETED FORM & SPONSORSHIP CHECK TO:

OAKDALE CHOCOLATE FESTIVAL
590 N. Yosemite Ave.
Oakdale, CA 95361

Tax ID#: 94-0726163
Phone 209-847-2244
Fax: 209-847-0826
Email: events@oakdalechamber. com
www.oakdalechamber.com

****Poster & Area Sponsors Deadline: Feb. 14, 2020***
*****Brochure Deadline: February 3, 2020***

OAKDALE CHOCOLATE FESTIVAL SPONSORSHIP PACKAGE

MAY 16th & 17th, 2020

Oakdale Chocolate Festival Marketing Plan

$40,000
TV & Radio Advertising
ABC 10, Cumulus Communications KATM, KHKK, KHOP, KJOY AM970, iHeart Media Stations KJSN, KMRQ, KOSO Area of coverage: Stanislaus County, San Joaquin County, Tuolumne County and Bay

$15,000
Print Advertising
Oakdale Leader (print & online), Oakdale Leader Tabloid to be handed out at event and in local newspaper (17,000), Manteca Bulletin (print), Modesto Bee (print and online), Turlock Journal (print), Lonestar (print), Tracy Press (print), Union Democrat (print)

$15,000
Other Marketing
T-Shirts, Brochures (4000), Posters (1000), Floor Signs, Internet Calendars, Magazines, Social Media Networks, Billboards, PSA Announcements, Payroll Stuffers, Etc.

Total Advertising Budget <u>$70,000</u>













"The mission of the Oakdale Chocolate Festival is to draw quality attention to the City of Oakdale, encourage tourism, create revenue dollars for our merchants, and help fund the Oakdale District Chamber of Commerce operations and community service programs."

SATURDAY 9-5

SUNDAY 9-5

MAY 16 & 17, 2020