

**CITY CLERK
ORIGINAL**



**C-10541
12/04/2015**

Glendale Chocolate Affaire Presenting Sponsor Proposal

In honor of the long standing relationship with the City of Glendale we are pleased to offer the Cerreta Candy Company an exclusive partnership opportunity to become the Presenting Sponsor of the Glendale Chocolate Affaire.

As Presenting Sponsor of the Glendale Chocolate Affaire, the Cerreta Candy Company will become the exclusive "Presenting Sponsor" for the Glendale Chocolate Affaire and will receive the following benefits:

Exclusive "Presents" Sponsorship of Glendale Chocolate Affaire (Value \$12,000)

- ❖ Cerreta's will receive exclusive "Presents" recognition in association with their sponsorship of the Glendale Chocolate Affaire! Each paid media reference to the Chocolate Affaire, where practicable, would be accompanied by "Presented by Cerreta's".
- ❖ Cerreta's role as "Presents" sponsor of this event will be included in all paid references to this event in newspaper, television, internet and magazine, news releases, event web site, event programs, event posters, etc.
- ❖ Cerreta's will receive a gobo logo (lighted logo) and have it prominently displayed in a premier viewing location during the event.
- ❖ Cerreta's logo will be featured as the "presented by" sponsor on all posters created for Glendale Chocolate Affaire! (approx. 1,500).
- ❖ One 10' X 30' space and 3-sided tent, lights, tables, chairs and electric service.
- ❖ One 20' X 30' space and 1-sided tent with lights and 220 amp electric service, access to a water source, 10 tables with linens, chairs, and crowd control stanchions for interactive "make-and-take" chocolate pizza sales.
- ❖ One 10' X 10' space and 1 sided tent w/ three counter access, lights, tables, chairs and electric service.
- ❖ Inclusion of Cerreta's logo as the "presented by" sponsor in paid Arizona Republic ads.
- ❖ Inclusion of Cerreta's logo as the "presented by" sponsor in paid Glendale Star/Peoria Times newspaper ads.
- ❖ Inclusion of Cerreta's logo as the "presented by" sponsor in 10,000 event programs.
- ❖ As the "presents" sponsor of the Chocolate Affaire, the Cerreta Candy Company will be mentioned in association with the festival name as the "presented by" sponsor in all main stage announcements each day of Chocolate Affaire.
- ❖ Inclusion of Cerreta's logo as "presented by" sponsor on sponsor "thank you" signs.
- ❖ Inclusion in TV pre-event and on-site promotions when possible.
- ❖ Exclusive shuttle service from Murphy Park to Cerreta Candy Company for Cerreta Candy Company factory tours on Chocolate Affaire event days (up to 3 buses/trolleys per day).
- ❖ Reserved parking for Cerreta Candy Company booth workers.
- ❖ Exclusive category sponsor/vendor for Belgian truffles and exclusive chocolate covered strawberry provider. The Jacka family has a right of first refusal to be the only additional chocolate covered strawberry vendor unless they choose not to participate in the Chocolate Affaire.

Along with being the only "Presenting Sponsor" for the Glendale Chocolate Affaire, this sponsorship includes opportunities for the Cerreta Candy Company to continue being part of the city's Glendale Glitters Spectacular Weekend, Glendale's Holiday Lighting Weekends and the Glendale Glitter and Glow Block Party. Sponsorship benefits during these events include Cerreta's being offered the following:

Glendale Glitters Spectacular Weekend (Value \$1,550)

- ❖ One 10' X 30' space and 1-sided tent, lights, tables, chairs and electric service for equipment operation to facilitate product sales.
- ❖ One 10' X 10' space and 1 sided tent w/ three counter access, lights, tables, chairs and electric service for equipment operation to facility "decorate a chocolate tree" product sales.
- ❖ Logo inclusion in Arizona Republic newspaper ads, Glendale Star/Peoria Times newspaper ads, the event program and on event sponsor "thank you" signs.
- ❖ Cerreta's name inclusion in stage announcements.
- ❖ Reserved parking for Cerreta Candy Company booth workers.

Glendale's Holiday Lighting Weekends – First 3 Fri. & Sat. in Dec. (Value \$4,650)

- ❖ One 10' X 30' space and 1-sided tent, lights, tables, chairs and electric service for equipment operation to facilitate product sales.
- ❖ One 10' X 10' space and 1 sided tent w/ three counter access, lights, tables, chairs and electric for equipment operation to facilitate "decorate a chocolate tree" product sales.
- ❖ Cerreta Candy Company logo inclusion on event "thank you" signs.
- ❖ Reserved parking for Cerreta Candy Company booth workers.

Glendale Glitter & Glow Block Party (Value \$1,550)

- ❖ One 10' X 30' space and 1-sided tent, lights, tables, chairs and electric service for equipment operation to facilitate product sales.
- ❖ One 10' X 10' space and 1 sided tent w/ three counter access, lights, tables, chairs and electric service for equipment operation to facilitate product sales.
- ❖ Cerreta Candy Company logo inclusion on event "thank you" signs.
- ❖ Reserved parking for Cerreta Candy Company booth workers.

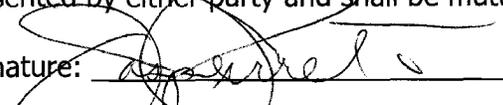
Sponsorship Fee: In consideration for entering into this agreement, the Cerreta Candy Company agrees to provide the following in-kind products/services:

- In-kind services/products will be provided to the City of Glendale, free of charge, to include Arizona's largest chocolate Valentine's Heart, or item(s) of similar promotional value, and foil wrapped hearts for MYAC, 12 large gift baskets, packaged chocolate to be used for TV/radio/print media kits, TV/radio on-air promotions and raffles by Glendale Office of Special Events. The Glendale Convention and Visitors Bureau, CVB, will be provided with miscellaneous product for Glendale promotions as mutually agreed upon by Glendale CVB Manager and Cerreta Candy Company.
- In addition, Cerreta Candy Company will continue enhancing the guest experience at the Cerreta Candy Company factory for visitors shuttled there during the Chocolate Affaire.

*The Cerreta Candy Company is not required to pay any fees for the shuttle service associated with the Glendale Chocolate Affaire or 20% of gross event booth sales for the events listed above.

Term: Once entered into, this agreement will remain in place as long as the Cerreta Candy Company continues operating its business from 5345 W. Glendale Ave., Glendale, AZ 85301.

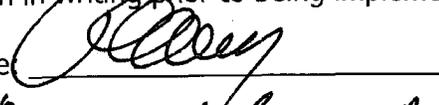
Sponsorship Benefits: Changes and or adjustments to the sponsorship benefits may be presented by either party and shall be mutually agreed upon in writing prior to being implemented.

Signature: 

By: JOSEPH J. CERRETA

Date: 12-4-15

Cerreta Candy Company

Signature: 

By: RICHARD A. OWENS AOWNE C.M.

Date: December 4, 2015

City of Glendale