



C-8249
11/20/2012

Festival Sponsorship - Cerreta Candy Company **Glendale Glitters Spectacular** November 23 - 24, 2012

The City of Glendale will provide Cerreta Candy Company with the following benefits:

Glendale Glitters Spectacular Weekend

- 10' X 30' space and 1-sided tent, lights, tables, chairs and electric service for equipment operation to facilitate product sales.
- 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
- Logo inclusion in Glendale Star/Peoria Times newspaper ads
- Logo inclusion in the event program
- Logo inclusion on event sponsor "thank you" signs
- Name inclusion in stage announcements
- Reserved parking for booth workers

The Glendale Chocolate Affaire February 8 - 10, 2013

Glendale Chocolate Affaire

- 10' X 30' space and 3-sided tent, lights, tables, chairs and electric service for equipment operation to facilitate product sales.
- 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 as needed and crowd control stanchions for interactive "make-and-take" chocolate pizza sales
- 10' X 10' space and 1 sided tent w/ three counter access, lights, tables, chairs and electric service for equipment operation to facility product sales.
- Logo inclusion in Arizona Republic newspaper ads
- Logo inclusion in Glendale Star/Peoria Times newspaper ads
- Logo inclusion in the event program
- Logo inclusion on event sponsor "thank you" signs
- Name inclusion in stage announcements
- Inclusion in TV pre-event and on-site promotions/news as possible
- Exclusive shuttle service from Murphy Park to Cerreta Candy Company for chocolate factory tours on event days (up to 3 buses/trolleys per day)
- Reserved parking for booth workers
- Semi-exclusive* chocolate covered strawberry vendor (with Jacka's)
- Exclusive category sponsor/vendor for Belgian truffles



Additional Festival Booth Sales Agreement Cerreta Candy Company

Glendale's Holiday Lighting Weekends – Fridays & Saturdays, Nov. 30 – Dec. 15, 2012

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

Glendale Glitter & Glow Block Party – Saturday, Jan. 12, 2013

- 10' X 30' space and 1-sided tent, lights, tables, chairs and electric service for equipment operation to facilitate product sales.
- 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.
- Logo inclusion on event "thank you" signs
- Reserved parking for booth workers



The following benefit values for this sponsorship opportunity have been calculated using methodology developed by the International Events Group (IEG) and used as the standard in the festivals and events industry today.

Benefit	Value (per year)
10' X 30' Glitter Spectacular booth	\$3,000
10' X 10' Glitter Spectacular booth	\$1,000
10' X 30' Dec. Holiday Weekends (3) booths	\$4,000
10' X 10' Dec. Holiday Weekends (3) booths	\$2,250
10' X 30' Glitter & Glow Block Party booth	\$2,500
10' X 10' Glitter & Glow Block Party booth	\$750
10' X 30' Chocolate Affaire booth	\$3,000
20' X 30' Chocolate Affaire booth	\$7,500
10' X 10' Chocolate Affaire booth	\$1,000
Logo inclusion in print ads including Arizona Republic, Peoria Times, Glendale Star	\$7,500
Logo inclusion in the <i>Connection</i>	\$3,300 (66,000 X .05)
Name inclusion in TV pre-event and on-site promotions/news as possible	\$4,500 (\$1,500 advertising rate X 3)
Logo inclusion on event sponsor signs	\$1,875 (75,000 X .025)
Logo inclusion in the event program	\$1,000 (20,000 X .05) (2 programs)
Inclusion in stage announcements	\$3,875 (155,000 X .025)
Trolley service provided for tours	\$5,500
Reserved parking for booth workers	intangible
Semi-exclusive strawberry vendor	intangible
Total Event & Media Benefit Value	\$52,550

Because festival sponsorship is more labor-intensive than measured media and lacks guarantees such as advertising "make goods," we realize we must over-deliver to provide a reasonable cost/benefit ratio for our sponsors. IEG suggests a ratio of 1 to 1.5, but we prefer a ratio closer to 1 to 2. We rate this sponsorship to have a cash value of \$25,000.



Sponsorship & Festival Booth Agreement (Cont.) Cerreta Candy Company

Cerreta Candy Company agrees to compensate the City of Glendale annually for this sponsorship with the following cash and in-kind services:

- \$8,000 - check made payable to City of Glendale ATTN: Glendale Special Events, 5800 West Glenn Dr., Ste. 150, Glendale AZ 85301 before February 28 of each year.
- In-kind services/products 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. Glendale Office of Tourism will be provided with miscellaneous product for Glendale promotions as mutually agreed upon by Glendale Tourism Manager and Cerreta Candy Company.
- In addition, Cerreta Candy Company will strive to enhance the guest experience at the candy factory for visitors shuttled there during the festival.

The Cerreta Candy Company will have a right of first refusal to renew this sponsorship opportunity at the end of this one year agreement at a mutually agreed upon price to be negotiated at that time.

* Should the Jacka family not participate in the event, Cerreta's will have category exclusivity for chocolate covered strawberries.

Presented by:

Martin Dickey

Special Event Mgr.

Title

11/20/12

Date

Accepted by:

Joner Cerreta

Title

11/20/12

Date