



HarborFest

CHULA VISTA

Presented by the Port of San Diego

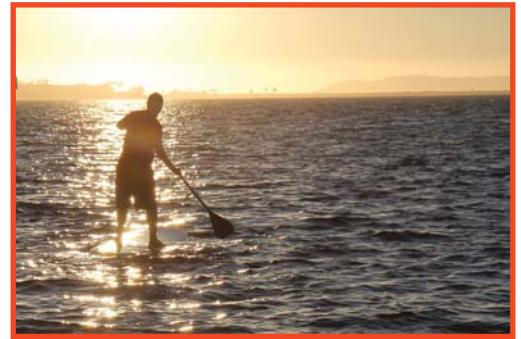
Saturday, August 18, 2018
10:00 AM to 6:00 PM
Bayside Park - 999 Bayside Parkway



CRAFT BEER UPRISING
Craft Beer Sponsor
\$3,500 (limit 1)



CVHarborFest.com



For more information and sponsor opportunities visit CVHarborfest.com
or contact Harborfest@mcfarlanepromotions.com (619) 233-5008



Saturday, August 18, 2018 • 10:00 AM - 6:00 PM • Chula Vista's Bayside Park • 999 Bayside Parkway

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Craft Beer Garden Description

- The Craft Beer Garden is at the heart of the event near the Main Stage. Participants can enjoy their favorite regional brews while swaying to the beat of popular jazz and rock musicians on the waterfront with spectacular views of San Diego Bay. This is one of the most popular features of HarborFest. The beer garden provides a great opportunity surrounded by all the festivities to kick back and take it all in.

Craft Beer Garden Sponsor

- Your company listed as the Craft Beer Sponsor and company logo recognition anywhere the Craft Beer Sponsor is mentioned;

Logo Recognition

- Company logo on website with reciprocal link. Your logo/company name will remain on the HarborFest website all year (Your company to provide a print quality, 300 DPI or higher, vector file company logo);
- Company name and logo on collateral materials for Chula Vista HarborFest including, but not limited to:
 - full color Event Posters
 - full color Event Flyers
 - full color Event Programs

Display | Signage

- Promotional signage with your company's name and/or logo will be displayed in the ticketed area and wherever the Craft Beer Garden is referred to in promotional materials; (signs provided by your company two weeks prior to the event);
- 10' x 10' booth with premier placement to distribute company products and promotional materials;

VIP Passes

- 4 parking passes
- 8 tickets for the Taco & Spirits Fest
- 8 drink tickets

Social Media:

- Company name mentioned and linked through social networks on Twitter, Facebook & website; *See Social Media Page for additional information on event marketing and promotion*

Advertising | Promotions

- Your company name/logo will appear as the Craft Beer Sponsor of the event in all promotional materials, press releases, media alerts and advertisements;
- Company name mentioned in promotional pieces for TV and radio coverage;
- Pre-event promotion may include a representative from your company promoting your involvement as the Craft Beer Sponsor;
- Target mailing/email blast to include your company's name and logo;
- Minimum One Third Page ad in the Event Program;

Future Events

- Your company will have "First right of Refusal" to be Craft Beer Sponsor at subsequent HarborFest events.



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**Craft Beer Sponsor
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SPONSORSHIP COMMITMENT FORM

Company Name _____

Contact Name _____

Company Address _____

Phone _____ Fax _____ Email _____

Signature _____

Please charge my (circle one) Visa MC Amex

Card No. _____

CVC _____ Expire _____

Amount to be charged to my credit card: \$ _____

Please fax your form by June 30, 2018 to 619-233-0898
656 Fifth Ave., Suite B, San Diego, CA. 92101
or email at Harborfest@mcfarlanepromotions.com
Tel: 619.233.5008 • Fax: 619.233.0898

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