



## *Riviera Village Summer Festival June 21<sup>st</sup> & 22<sup>nd</sup>, 2008*

*Riviera Village Summer Festival* is an arts and crafts fair in the heart of the Riviera Village, celebrating its 28th year. The attendance is estimated at *over 40,000* visitors. The demographics of the attendance age is 21-63 M-F, in the upper middle class category.

As well as the popular *arts and crafts booths*, the festival offers *kiddie rides and a carnival, car show, Margarita Ville beer, wine & sprits garden, food court, and three sound stages where popular bands will perform*. The hours are from 10 a.m. to 7 p.m. on Sat & 10a.m. to 6 p.m. on Sunday. The show is a very well attended and considered to be one of the best in the area.

Sponsored by the Riviera Village Association, the Summer Festival is open to artisans and expo merchants, as well as to sponsorship by businesses. Sponsorship participation is available on several levels:

**\$15,000 Presenting Sponsor** Sponsor will be designated as the exclusive category sponsor presenting the Riviera Village Summer Festival. As presenting sponsor your company will receive recognition on all promotion, advertising and publicity material as presenter. You will also take prominent visibility in the banner on the main stage and other stages. We will provide you with (2) 10 x 20 booths in a prominent location of the venue. Promotional venues available include: product sampling, surveying, on-site marketing, coupon distribution, point of purchase promotions, etc.

**\$10,000 Supporting Sponsor** Sponsor will be designated as the supporting category sponsor of the Riviera Village Summer Festival. As supporting sponsor your company will receive recognition on all promotion, advertising and publicity material. You will also have logo visibility on the banner on all stages. We will also provide you with a 10 x 20 booth in a prominent location of the venue.

**\$5,000 Associate Sponsor** Sponsor will be designated an associate sponsor of the Riviera Village Summer Festival. As sponsor your company will receive logo recognition on festival promotion, advertising and publicity materials. You will also have logo visibility in the banners on the all stages. You will receive a 10 x 10 booth in a prominent location of the venue.

**\$2,500 Affiliate Sponsor** Sponsor will be designated an affiliate sponsor of the Riviera Village Summer Festival. As sponsor your company will receive logo recognition on festival promotion, advertising and publicity materials. You will also have logo visibility in the banners on the all stages. You will receive a 10 x 10 booth in a location within the venue.

**\$1,600 Sponsor** You will have logo visibility in the banners on the all stages. You will receive a 10 x 10 booth in a location within the venue.

*An Application Form follows this information. For more specific inquiries, please contact:*

**Adrienne Slaughter**  
**Sales Associate**  
**VR Promotions & Events**  
**310/ 940-9200**  
**For more information, Email: [adrienne@easyreader.info](mailto:adrienne@easyreader.info)**

*See next page for an application form*



**Application Form**

**Riviera Village Summer Festival  
Commercial Exhibitors  
June 21 & 22, 2008  
A VR Promotions & Events Event**

Applicant Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Email address: \_\_\_\_\_ Cell: \_\_\_\_\_

Product Name: (if different from Company Name): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_ Ext: \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Name of on-site supervisor \_\_\_\_\_ Cell: \_\_\_\_\_

**Sponsorship Level:**

- |                          |                 |                          |                 |                          |                 |
|--------------------------|-----------------|--------------------------|-----------------|--------------------------|-----------------|
| <input type="checkbox"/> | <b>\$ 1,600</b> | <input type="checkbox"/> | <b>\$ 2,500</b> | <input type="checkbox"/> | <b>\$ 5,000</b> |
| <input type="checkbox"/> | <b>\$10,000</b> | <input type="checkbox"/> | <b>\$15,000</b> |                          |                 |

**Equipment Required:** (All equipment is FREE to our Sponsors. Please check off needed items.

- one 10' x 10' canopy,  10' x 20' canopy (\$15,000 & 10,000 levels only)  
 3' x 8' table + table cover,  two folding chairs

***Payment should be made to: VR Promotions & Events  
 Post Office Box 7000-959, Redondo Beach, California 90277***

***Contact: Adrienne Slaughter  
 310-940-9200  
 Email: [adrienne@easyreader.info](mailto:adrienne@easyreader.info)***

***We accept only Corporate Checks, Money Orders, and Cashier's Checks. Payment in Full must be received no later than 60 days prior to the event (April 25, 2008).***

Application does not ensure placement. Sponsorship spaces are limited. No refunds for inclement weather or acts of nature. No refunds will be made after May 23, 2008. The Promoter is not responsible for lost or stolen property. You must provide your own insurance.