

SummerFest 2010

To our Potential Sponsors:

The West Columbia Gorge Chamber of Commerce is pleased to again be the coordinating sponsor for Troutdale's annual SummerFest.

SummerFest emerges from many years of community tradition. Its roots are firmly embedded in the community in ways unlike most other events in East Multnomah County. Nowhere else, at no other time, and for no other reason, does such a uniquely representative cross-section of people from the area come together.

SummerFest is truly a family event. The day is filled with stage entertainment, children's activities and a festive parade.

In the past SummerFest has averaged approximately 1500 attendees. An increasing number of businesses, municipalities and individual citizens have recognized the potential of accessing this special audience through the investment of sponsorship dollars which help finance this event.

This sponsorship packet of information has been prepared to highlight some of the opportunities for your participation in SummerFest 2010. We would welcome the opportunity to talk further with you about that possibility. Enclosed is a sponsor reply form that you may use to let us know of your interest in this year's event. You may also contact the chamber office at 503-669-7473 if you need additional information.

We hope that you will put SummerFest 2010 on your calendars for July 17th, and join us for a day of family fun. It will be a good day!

Cordially,
SummerFest 2010 Planning Team
John Leamy/ SummerFest Committee

FINANCING & SPONSORSHIP

In keeping with the purpose and objectives of SummerFest '10, it is the goal of the West Columbia Chamber of Commerce as the event's coordinating sponsor to keep the cost of attending SummerFest '10 to a minimum for those who come to enjoy the day with family and friends. To that end, event financing will be through individual, business and municipal sponsorships in exchange for certain recognition and promotional benefits for all contributors. Monies received beyond costs incurred to produce SummerFest '10 will help fund other activities coordinated by the West Columbia Chamber of Commerce throughout the year. (The West Columbia Gorge Chamber of Commerce is a 501C6 non profit organization – Tax ID# 93-1098563)

CATEGORIES OF SPONSORSHIP

PRESENTING SPONSOR

Commitment: \$3000 or more

Benefits:

- Event signage at main stage with sponsor table for card/brochure placement
- Verbal acknowledgement at all stage events
- Priority placement in parade with parade signage
- Title name present in all advertising
- Coverage and frequent re-play on Multnomah ECM Television station.

PARADE SPONSOR

Commitment: \$2500

Benefits:

- Priority placement in parade signage
- A vendor booth
- Business logo appears in all advertising
- Coverage and frequent re-play on Multnomah ECM Television station.

ENTERTAINMENT SPONSOR

Commitment: \$1250

Benefits:

- Signage at the main stage.
- Announcements from main stage
- Business logo in all advertisement .
- Coverage and frequent re-play on Multnomah ECM Television station

KIDS ZONE SPONSOR

Commitment : \$1000

Benefits:

- Signage at the Beer Garden
- Business name in all the advertising

CHALK IT UP SPONSOR

Commitment: \$500

Benefits:

- Signage with sponsor table for card/brochure placement at selected activity
- Business name in all the advertising

GOLD SPONSOR

Commitment: \$100-\$499

Benefits:

- Recognition as a sponsor in one pre-event newspaper ad
- Recognition as a sponsor on reader board (day of event)

SPONSOR REPLY

SPONSOR NAME: _____

ADDRESS: _____

PHONE NUMBER: _____ FAX NUMBER: _____

I would like to participate in SummerFest '10 as:

___ A Presenting Sponsor in the amount of _____

___ A Parade Sponsor in the amount of _____

___ A Entertainment Sponsor in the amount of _____

___ A Kidz Zone Sponsor in the amount of _____

___ A Beer Garden Sponsor in the amount of _____

___ A Chalk it up sponsor in the amount of _____

___ A Gold Sponsor in the amount of _____

___ A Volunteer Staff Person _____

Enclosed is my check in the amount of _____

Please charge my account in the amount of _____

Visa/Master Card (circle one please)

Card Holder _____

Card Number _____

Expiration Date _____

___ Please contact me regarding my participation in SummerFest '10

___ I do not wish to participate in SummerFest '10 at this time

___ Please send me information, as it becomes available regarding other events coordinated by WCGCC

Mail to:
West Columbia Gorge Chamber of Commerce
PO Box 245
Troutdale, Oregon 97060
Fax to: 503-492-3613

MEDIA COVERAGE

TELEVISION

KATU "AM Northwest"
KGW Morning News Calendar of Events
Multnomah Community Television "Hotline"
Multnomah Community Television Calendar of Events Listing
Multnomah Community Television, "City View"

RADIO

KPAM
KKJZ
K103
Calendars and Entertainment Updates for local stations

PRINTED PUBLICATIONS

Oregonian	360,000 Local 570,000 Sunday
Gresham Outlook	13,000
City of Troutdale Employee Newsletter	150
Troutdale Champion Newsletter	8,000
Troutdale Summer Recreation Program Newsletter	10,000
Event Posters	300
Troutdale Historical Society Newsletter	500
The Gorge Guide	10,000

MISCELLANEOUS

Street Banners, Signage and event programs