



May 19–20, 2012
Pike Place Market

Sponsorship Opportunities

Sponsorship of the Seattle Cheese Festival is an ideal way to reach out to the growing market for cheese and specialty food, both consumer and trade. Sponsors of the 2012 Cheese Festival can showcase their offerings and will be recognized in marketing materials and at the event as described in the packages below. To become involved, complete and return the sponsorship application. Seattle Cheese Festival reserves the right to reject an application based on quality or appropriateness for the event.

The deadline for the sponsorship application is February 28, 2012. If you have any questions, please contact Pat McCarthy, Event Coordinator, at 206-622-0141 or pat@seattlecheesefestival.com.

Sponsors and Exhibitors will be able to sample and sell product from at least one side of the tent.

Founder Sponsor

- One 400 square feet of exhibit space with tent canopy
- Three banners with sponsor's name and logo for display at exhibit space
- Participation in one trade seminar session (Speaker and subject matter to be determined jointly)
- Prominent listing on direct marketing to local trade (restaurants, caterers, etc.)
- Mention in radio and/or TV advertising and promotion
- Logo listing in all print ads placed after sponsorship confirmed
- Logo listing and sponsorship recognition on seattlecheesefestival.com
- Company listing on event poster to be displayed throughout Seattle and King County
- Listing and sponsorship recognition on event guide
- \$8,000 fee

Patron Sponsor

- One 300 square feet of exhibit space with tent canopy
- Two banners with sponsor's name and logo for display at exhibit space
- Prominent listing on direct marketing to local trade (restaurants, caterers, etc.)
- Logo listing in all print ads placed after sponsorship confirmed
- Logo listing and sponsorship recognition on seattlecheesefestival.com
- Company listing on event poster to be displayed throughout Seattle and King County
- Listing and sponsorship recognition on event guide
- \$5,000 fee

Benefactor Sponsor

- One 100 square feet of exhibit space with tent canopy on the main Pike Place Market thoroughfare
- Signage with sponsor's name and logo for exhibit space
- Listing and sponsorship recognition on seattlecheesefestival.com
- Listing and sponsorship recognition on event guide
- \$1,500 fee

Cheesemaker Exhibitors

- Please register as an exhibitor at www.seattlecheesefestival.com/exhibitors



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Sponsorship Application

This application is for all potential sponsors.

Sponsors who wish to exhibit products at the Seattle Cheese Festival must be of high quality and must be cheese related. Preference is given to artisanal cheese products. Festival management will strive to maintain a strong focus on artisanal cheese and as a result, less than ten percent of the show sponsors or exhibitors will be offering cheese condiments, bread/crackers or other similarly associated products.

Applicants are required to include a list of the products they intend to sample and/or sell at the Seattle Cheese Festival. Festival Management reserves the right to reject the application based on quality or appropriateness to the Festival. Management reserves the right to insist sponsors and exhibitors remove any unauthorized or inappropriate products during the Festival.

Types of Exhibit Space

- Tent Canopy Aisle – Open to pedestrian walkway on one side. Fabric draping and/or signage encloses the back.
Tent Canopy Corner – Open to pedestrian walkway on two sides. Fabric draping and/or signage is at the back and one side of the space is adjacent to another vendor.
- High Stall Table – One approximately 96”x 30” table, set up on the street side of the Pike Place Market High Stalls. The table will be positioned under an awning. Open to pedestrian walkway on one side.

Regulations

- Exhibitors must staff their booths at all times during the event hours.
- Exhibitors must abide by the rules and regulations regarding the sale and sample of products at the Pike Place Market.
- Exhibitors must provide proof of liability insurance to cover all activities relating to the event. The insurance must be with a reputable insurance company satisfactory to the Seattle Cheese Festival in the minimum amount of One Million Dollars (\$1,000,000) for property damage and Two Million Dollars (\$2,000,000) per accident and shall name the Seattle Cheese Festival as an additional insured. Documentation of such coverage will be made available to the Seattle Cheese Festival prior to the sponsor commencing any activities at the event.

Payments

- Applications are due by February 28, 2012
- The sponsorship fee must be paid in full by March 28, 2012
- Cancellation Policy for Sponsors: Cancellation before March 28, 2012 for sponsorship is subject to a fee equal to 25% of the sponsorship fee. For any cancellations made after March 28, 2012, no refunds will be made.
- The receipt of the Sponsorship Application does not constitute acceptance in the festival.



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Sponsorship Application

Before completing this application please carefully read the accompanying information. Returning sponsors will receive priority consideration if this application is received by February 28, 2012.

If you are interested in signing up as a Cheesemaker Exhibitor, please do not fill out this application. Fill out the online application at www.seattlecheesefestival.com/exhibitor.

Company	
Company Name to Appear on Event Signage	
Contact	
Address	
Telephone	
Cell Phone On-site at Event	
Fax	
Email Address	
Website	
Description of Products you will Showcase at the Festival (Please use descriptive names and note any new products. Attach an additional sheet as needed.)	
City of Seattle Business License Number (as applicable)	
Liability Insurance Provider Name	
Sponsorship Level	<input type="checkbox"/> Founder Sponsor (\$8,000) <input type="checkbox"/> Patron Sponsor (\$5,000) <input type="checkbox"/> Benefactor Sponsor (\$1,500)

Please return to Pat McCarthy at Seattle Cheese Festival
1435 1st Ave Seattle, WA 98101 or fax to (206) 622-3262
pat@delarenti.com