

## **2ND ANNUAL BAKERSFIELD WING FESTIVAL**



### **SPONSORSHIP / BUSINESS BRAND:**

The Bakersfield Wing Festival has returned for its 2nd year! It's the hottest, spiciest and most flavorful event to hit Kern County. This event will be held at "*Kern County Fairgrounds - Budweiser Pavilion*" located at 1142 South P Street on Sunday, June 25, 2017 from 3:00PM to 7:00 PM. Over 2,500 attendees last year!

Our vision is to bring to people together to enjoy some of the best wings in town! Portion of the proceeds will benefit Alzheimer's Disease Association of Kern County (ADAKC) and Grandma Whoopie Enterprise (non-profit anti-bullying campaign). Last year we donated \$5,000 to these wonderful organizations!!! We can't do it without your support!

The 2nd Annual Bakersfield Wing Festival is guaranteed to bring hungry wing fans ready to sample flavors from classic BBQ to a level of spice not for the faint of heart. Whether it's smoked, fried, grilled, sauced, spiced, or imaginative, this festival will attract wing fanatics and wing nuts from all ages. Best of all, they will be treated to the best wings in town!

In addition to being promoted through multiple media outlets, this Festival will consist of live music, wing tasting contest and tons of vendors! This Festival allows your company an exciting opportunity to connect and engage with consumers. We hope you will enjoy us as we hold this AMAZING event!!!

### **EXCELLENT EXPOSURE FOR YOUR SPONSORING BUSINESS / BRAND:**

- Be a sponsor of the event – at any level, customized to meet your marketing needs
- Increase sales, awareness and exposure of your products and services
- Gain access to thousands of attendees – placing your business front and center

### **ON-SITE:**

As an event sponsor, your business name/logo will appear on numerous banners at the event and around Kern - providing direct exposure to thousands of patrons. Sponsor booths give you the opportunity to interact, sell and sample directly to thousands of consumers.

### **PUBLIC RELATIONS:**

Press releases will be sent to all local and non-local media outlets. With millions of impressions on radio, television, print, and online. This event benefits two local non-profits, so your connection gives back to the community.

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### PRINT AND ONLINE MARKETING:

Your name/logo (depending on sponsorship level) will appear on a diverse advertising and branding plan for the event, and on the sponsor page of [www.bakersfieldwingfest.com](http://www.bakersfieldwingfest.com) with a link to your website.

- Bakersfield Wing Festival website - 100,000+ impressions (\$2000 value)
- Social Media - Facebook, Twitter, Instagram (\$2000 value)
- Kern County Chambers (\$1000 value)
- Radio (\$1,500 value)
- Online Sales - Vallitix, Eventbrite and Groupon - 25,000+ impressions (\$2000 value)
- .50% click - through rate (.15% is average site click - through rate)
- Local Television (\$500 value)
- 200 posters - distributed throughout Kern (\$1000 value)
- 20, 000 flyers - distributed throughout Kern (\$1000 value)

**ADVERTISING VALUE: \$11,000!!!!**

If you would like to become a sponsor fill out the form, or if you have a question, please email us at [info@bakersfieldwingfest.com](mailto:info@bakersfieldwingfest.com).

Bakersfield Wing Festival

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## **SPONSORSHIP TIER PACKAGES**

### **“ATOMIC STAGE” Sponsor - \$2,000**

- Category exclusivity
- Name in radio / television spots
- First tier logo placement on all event related printed materials and internet
- (4) exclusive social media postings
- Name in title, logo, and your company link on [www.bakersfieldwingfest.com](http://www.bakersfieldwingfest.com) homepage
- Selling, sampling, display and promotional rights from 10'x10' (or larger, depending on need) fully equipped booth (table, chairs, electrical)
- Dominant banner placement on-site - including stage front (live music stage), main entry and VIP tent area
- Name in title and logo included on festival welcoming banner at main entrance
- (10) VIP tickets and (5) general admission tickets (VIP ticket includes 1 beer ticket, unlimited fountain drinks, unlimited sponsored wings and 1 photo booth print)
- (4) VIP parking passes
- Social Media Promotions (Facebook, Instagram, and Twitter)
- Opportunity to distribute marketing materials to all guests as they enter venue
- Verbal mentions while on-site at Bakersfield Wing Fest
- Logo placement on Bakersfield Wing Fest t-shirts
- (10) Bakersfield Wing Fest t-shirts

### **“HOT STAGE” Sponsor - \$1000**

- Name in radio / television spots
- Second tier logo placement on all event related printed materials and internet
- (3) exclusive social media postings
- Name in title, logo, and your company link on [www.bakersfieldwingfest.com](http://www.bakersfieldwingfest.com) homepage

## **2ND ANNUAL BAKERSFIELD WING FESTIVAL**



- Selling, sampling, display and promotional rights from 10'x10' (or larger, depending on need) fully equipped booth (table, chairs, electrical)
- Dominant banner placement on-site - including stage front (live music stage), main entry and VIP tent area
- Name in title and logo included on festival welcoming banner at main entrance
- (6) VIP tickets and (2) general admission tickets (VIP ticket includes 1 beer ticket, unlimited fountain drinks, unlimited sponsored wings and 1 photo booth print)
- (2) VIP parking passes
- Social Media Promotions (Facebook, Instagram, and Twitter)
- Opportunity to distribute marketing materials to all guests as they enter venue
- Verbal mentions while on-site at Bakersfield Wing Fest
- Logo placement on Bakersfield Wing Fest t-shirts
- (6) Bakersfield Wing Fest t-shirts

### **“MILD” Sponsor - \$500**

- Prominent logo placement on all event related printed materials and internet
- (1) exclusive social media postings
- Name in title, logo, and your company link on [www.bakersfieldwingfest.com](http://www.bakersfieldwingfest.com) homepage
- Selling, sampling, display and promotional rights from 10'x20' fully equipped booth (table, chairs, electrical)
- Logo banner placement throughout event site
- (4) VIP tickets (VIP ticket includes 1 beer ticket, unlimited fountain drinks, unlimited sponsored wings and 1 photo booth print)
- (1) VIP parking pass
- Social Media Promotions (Facebook, Instagram, and Twitter)
- Verbal mentions while on-site at Bakersfield Wing Fest
- Logo placement on Bakersfield Wing Fest t-shirts
- (4) Bakersfield Wing Fest t-shirts

## **2ND ANNUAL BAKERSFIELD WING FESTIVAL**



### **“BANNER / FRIEND OF EVENT” Sponsor - \$200**

- Logo placement on all event related printed materials and internet
- Social Media Promotions (Facebook, Instagram, and Twitter)
- (2) VIP tickets (VIP ticket includes 2 beer tickets, unlimited fountain drinks, unlimited sponsored wings and 1 photo booth print)
- (2) Bakersfield Wing Fest t-shirts

All promotional packages subjected to approval by Bakersfield Wing Festival organizers.  
Website: [www.bakersfieldwingfest.com](http://www.bakersfieldwingfest.com) Email: [info@bakersfieldwingfest.com](mailto:info@bakersfieldwingfest.com)

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## SPONSORSHIP APPLICATION

Sponsorship Level (Please check one):

Atomic     Hot     Mild     Banner/Friend of Event

Amount of sponsorship \$ \_\_\_\_\_

Company / Person Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone / Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Payment Methods: All Sponsor payments are due upon signing contract.**

Check Enclosed for \_\_\_\_\_ made payable to **Bakersfield Wing Festival**  
*All payments are NON REFUNDABLE unless our event is canceled.*

Return completed form alongside payment to:

Bakersfield Wing Festival  
c/o: Upside Productions  
P.O. Box 6056  
Bakersfield, CA 93386

Or, make payment online at: <http://bakersfieldwingfest.com/sponsorship-info/>

Payment must be received in full by June 2, 2017

Signature of Authorized Representative:

\_\_\_\_\_

\*Please send all logo and/or artwork to <http://www.bakersfieldwingfest.com/> in a high-resolution jpeg format only. Need a custom logo created? We also provide that services. Email us at [info@bakersfieldwingfest.com](mailto:info@bakersfieldwingfest.com) for our design rates!

## **2ND ANNUAL BAKERSFIELD WING FESTIVAL**



### **Hold Harmless Agreement:**

**BAKERSFIELD WING FESTIVAL (BWF) – JUNE 25th 2016**

**Hold Harmless Agreement BAKERSFIELD WING FESTIVAL, Bakersfield, CA.**

**THE BAKERSFIELD WING FESTIVAL (BWF) FESTIVAL PARTICIPANT shall indemnify and hold harmless Upside Productions, Corner 10 Productions, Kern County Fairgrounds, and the City of Bakersfield and their officers, officials, employees and volunteers from and against all claims, damages, losses and expenses including attorney fees arising out of their participation in BAKERSFIELD WING FESTIVAL (BWF) – JULY 25th, 2017 caused in whole or in part by any negligent act or omission of the participant, any subcontractor, anyone directly or indirectly employed by any of them, or anyone for whose acts any of them may be liable, except where caused by the active negligence, sole negligence or willful misconduct of Upside Productions, Corner 10 Productions, Kern County Fairgrounds and the City of Bakersfield. I agree to defend, indemnify and hold harmless Upside Productions, Corner 10 Productions, Kern County Fairgrounds and the City of Bakersfield. and their officers, officials, employees and volunteers from and against all claims, damages, losses and expenses including attorney fees arising out of my participation in this program.**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**BAKERSFIELD WING FESTIVAL (BWF) – JUNE 25th 2017**

**Hold Harmless Agreement BAKERSFIELD WING FESTIVAL, Bakersfield, CA**

**I agree to abide by all Festival rules and conditions listed on the BWF website**

**[www.bakersfieldwingfest.com](http://www.bakersfieldwingfest.com)**

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_