

SPONSORSHIP INFORMATION FOR COMMERCIAL VENDORS

Fiesta Hermosa Memorial Day 2008 Sponsorship Offer *A Hermosa Beach Chamber of Commerce Event*

Fiesta Hermosa is arts and crafts fair in the heart of Hermosa Beach, and is now celebrating its 36th year. It attracts as many as 120,000 visitors over the three-day weekend of Memorial Day, May 24, 25, 26. The show's demographics are 21-59 M-F, in the upper middle class category.

As well as the popular *arts and crafts booths*, the festival offers a *petting zoo, kiddie carnival, beer and wine garden, restaurant cantina, and two sound stages where popular bands perform.* The hours are from 10 a.m. to 6 p.m. on all three days. The show is considered to be the largest arts and crafts show in Southern California.

Sponsored by the Hermosa Beach Chamber of Commerce and Visitors Bureau, the *Fiesta Hermosa* is open not only to artisans and local merchants, but also to local sponsorship by businesses. Sponsorship participation is available on four levels:

\$7,000 to \$10,000 Space for 20' X 30' exhibits requiring special space

\$5,000 Double Booths measuring 10' x 20' at the three intersections of Pier Avenue and Hermosa Avenue, at the Pier Head or upper Pier at the entrance to the show, or at the end caps of the Hermosa Avenue venue on 13th or 10th streets.

\$2,600 A Single Booth measuring 10' x 10' at the intersections of Pier Avenue and Hermosa Avenue, at the Pier Head or upper Pier at the entrance to the show, or at the end caps of the Hermosa Avenue venue on 13th or 10th streets.

\$1,600 A Single Booth measuring 10' x 10' along the venue on Hermosa Avenue between 13th and 10th streets or on upper Pier Avenue between Palm and Monterey.

In the past, *Fiesta Hermosa* has had sponsors in the categories of automobiles, telephone and cable/satellite TV companies, fast food companies and soft drinks, modeling agencies, newspapers, insurance agencies, home remodelers, and manufacturers of goods and services.

Shouldn't you consider becoming a sponsor this Memorial Day 2008? An Application Form follows this information. For more specific inquiries, please contact:

Carla Merriman
Executive Director
Hermosa Beach Chamber of Commerce
310/ 376-0951

For more information, check our website at www.FiestaHermosa.com

See next page for an application form

Application Form

Fiesta Hermosa – Memorial Day 2008 Commercial Exhibitors May 24, 25, 26

A Hermosa Beach Chamber of Commerce 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:

- () \$ 1,600 10' X 10' booth space within the venue
- () \$ 2,600 10' X 10' booth space at a corner
- () \$ 5,000 10' X 20' booth space at a corner
- () Special Sponsorship - \$ 7,000 to \$ 9,000 to be negotiated for larger spaces

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

- () one 10' x 10' canopy
- () 10' x 20' canopy (\$5,000 level only)
- () one 2' x 6' table + table cover
- () two folding chairs
- () electricity – include a \$50 fee
- () check this box if you plan to gather a mailing list from fairgoers
- () \$500 clean-up fee for sponsors with giveaways or sampling food or drink

For additional information or a special request, please contact Carla Merriman at Carla@hbchamber.net or 310/376-0951.

***Payment should be made to the Hermosa Beach Chamber of Commerce,
1007 Hermosa Avenue, Hermosa Beach, California 90254.***

We accept only Corporate Checks, Money Orders, and Cashier's Checks. Payment in Full must be received no later than 30 days prior to the event (April 24, 2008).

Application does not ensure placement. Sponsorship spaces are limited. No refunds for inclement weather or acts of nature. Our next show will be Labor Day Weekend, 2008. Sponsorships for each Fiesta Hermosa are sold separately. No discounts for multiple shows. No refunds will be made after April 24, 2008. The Chamber is not responsible for lost or stolen property. You must provide your own insurance.

Visit www.FiestaHermosa.com for more information about the festival.