

# Napa Valley Mustard Festival 2011



## Sponsorship Guidelines

18TH ANNUAL

NAPA VALLEY

# Mustard Festival

*A Sensational Season of Events in the Legendary Napa Valley*

**January – March, 2011**

Photo by Hiroshi Morimoto

## 2011 Sponsorship Opportunities

The Napa Valley Mustard Festival celebrates The Legendary Napa Valley's Mustard Season, a beautiful time of year when wild mustard carpets vineyards with gold from January through March. The Sensational Season of Events introduces guests to the wine, food, hospitality, arts, culture and agriculture of the Napa Valley. Special restaurant, wine, art, spa, and artisanal food weeks will further enrich the season's wealth of offerings in 2011. A calendar of main events appears on page 9.

Among the most extensive and most prominent Season of Events in the world, The Festival operates in conjunction with the Napa Valley Destination Council, Napa Valley Vintners Association, Chambers of Commerce, visitor serving businesses and non-profit organizations. It offers unsurpassed outreach.

The Napa Valley Mustard Festival invites companies and organizations whose presence will enhance The Napa Valley as America's legendary wine, food and wellness destination to join as sponsors. Marketing, advertising, media coverage, promotions and events provide extensive, long-term exposure. Regional sponsors enjoy the benefit of tourism revenues generated during the Mustard Season. National sponsors have the advantage of alignment with the Legendary Napa Valley, its business

community and local residents, as well as targeted travelers.

The Napa Valley Destination Council will promote sponsors of \$50,000 or more as Leadership Partners of the NVDC during the 2011 calendar year. Details of Leadership benefits are available on [legendarynapavalley.com](http://legendarynapavalley.com)

*A non-profit 501(c)4 community service organization, The Festival unites Napa Valley communities, businesses, organizations and events to promote the Mustard Season. It offers non-profit organizations the opportunity to promote their special fundraising events, which take place during The Mustard Season, through marketing and promotion.*

The Festival is seeking sponsorship to underwrite the 2011 budget of approximately \$1,000,000.



# Welcome

The Napa Valley Mustard Festival is funded primarily through sponsorship. The Festival welcomes sponsors at all levels – local, regional, national and international. **Welcome aboard!**

*The Napa Valley Mustard Festival reserves the right to negotiate all sponsorships. Guidelines apply to cash sponsorship, the combination of cash and in-kind contribution mutually agreed upon by the sponsor and the Festival, or in-kind contribution which reduces cash expenditure. Advertising does not include design or production. Event ticket allocations are based on cash sponsorship. Additional event tickets must be purchased.*



Photo by Stephan Dietrich

## Sponsorship Levels

### In-kind Sponsorship

In-kind sponsorships may be earned through participation in events, or contribution of goods or services, which add promotion or incentive to the Napa Valley Mustard Festival. The value of in-kind donations may be combined with cash donation to attain higher sponsorship levels. Donations, which save out-of-pocket expenditure, such as a catering contribution or transportation, may be treated as cash contributions at the discretion of the Event Producer and Napa Valley Mustard Festival Board of Directors.

### Bronze \$1,000 or more

- Listing in Festival program and on Festival website with a link to sponsor's website.
- Two tickets for Mustard Magic and Napa Riverwalk Epicurean Marketplace.

### Silver \$2,500 or more

- Listing in Festival program and on Festival website with a link to sponsor's website.
- Product label or "co-op" (2 3/8" x 3 3/16") advertisement in the Festival program.
- Two tickets for Mustard Magic and Napa Riverwalk Epicurean Marketplace.

## Gold \$5,000 or more

- Listing in Festival program and on Festival website with link to sponsor's website.
- Quarter-page advertisement in the Festival program with a \$5,000 cash contribution; or a "Co-op" (2 3/8" x 3 3/16") advertisement or product label with sponsorship combining in-kind donation with a \$2,500 cash contribution.
- Logo presented on:
  - Festival marketing poster with a \$5,000 minimum cash contribution
  - Festival website with a link to the sponsor's web site
- A special Mustard Season event produced by sponsor can be listed in the Mustard Season Calendar of Events with a \$5,000 cash contribution.
- Two tickets for Mustard Magic, Riverfront Review Reception, Napa Riverwalk Epicurean Marketplace and The Photo Finish.
- Booth space at Napa Riverwalk Epicurean Marketplace.

## Platinum \$10,000 or more

- Listing in Festival program.
- Half-page advertisement in the Festival program with a \$10,000 cash contribution; or a quarter-page advertisement with sponsorship combining in-kind donation with \$5,000 cash contribution.
- Logo presented on:
  - Festival marketing poster with a \$5,000 minimum cash contribution
  - Festival website with a link to the sponsor's web site
- A special Mustard Season event produced by sponsor can be listed in the Napa Valley Mustard Festival Calendar of Events with a minimum \$5,000 cash contribution.
- Four tickets for Mustard Magic, Napa Riverwalk Epicurean Marketplace, and The Photo Finish. Two tickets for Riverfront Review Reception.
- Booth space at, Napa Riverwalk Epicurean Marketplace.



## Platinum Plus \$15,000 or more

- All benefits of the Platinum level with more significant logo placement.

### Plus:

- One-half page advertisement in Napa Riverwalk Epicurean Marketplace program.
- Two additional tickets to Mustard Magic (total of six) - or two additional tickets to Riverfront Review Reception (total of four); two additional tickets to Napa Riverwalk Epicurean Marketplace (total of six).



## Premium \$20,000 or more

- Listing in Festival program.
- Logo presented on:
  - Festival marketing poster
  - Festival website with a link to the sponsor's web site
- Full-page advertisement in the Napa Valley Mustard Festival program with a cash contribution of \$20,000; or half-page advertisement with sponsorship combining in-kind donation with a cash contribution of \$10,000.
- A special Mustard Season event produced by the sponsor can be listed in the Napa Valley Mustard Festival Calendar of Events with cash contribution.
- Six tickets for Mustard Magic and The Photo Finish; Four tickets for Riverfront Review Reception; Six tickets to Napa Riverwalk Epicurean Marketplace.
- Booth space at Napa Riverwalk Epicurean Marketplace.



## Super Premium \$25,000 or more

- Display advertising in the San Francisco Chronicle Sunday Datebook with cash sponsorship of \$25,000.
- Logo presented on:
  - Festival marketing poster
  - Festival website with a link to the sponsor's web site
- Mention in Festival press releases.
- Thirty-word mention in the Festival program.
- Full-page in the Napa Valley Mustard Festival program with cash contribution of \$20,000 or more; or a half-page with cash contribution of \$10,000 or more, plus in-kind.
- Advertisement on The Festival website.
- A special Mustard Season event produced by the sponsor can be listed in the Napa Valley Mustard Festival Calendar of Events.
- Six tickets for Mustard Magic and The Photo Finish. Four tickets for Riverfront Review Reception. Eight tickets for Napa Riverwalk Epicurean Marketplace.
- Booth space at Napa Riverwalk Epicurean Marketplace.



## Ultra Premium \$35,000 or more

- All benefits of Super Premium sponsorship with additional logo placement in advertising and print materials and additional recognition to be individually negotiated.

### Plus:

- Logo placement on the Festival brochure/invitation.
- Full-page advertisement in Napa Riverwalk Epicurean Marketplace Program with cash sponsorship of \$20,000 or more.
- Full-page black and white advertisement in the Mustard Magic Program with cash sponsorship of \$25,000 or more.

## Ultra Premium Plus \$50,000 or more

- All benefits of Ultra Premium sponsorship with additional benefits to be individually negotiated.

### Plus:

- The sponsor's product will receive premium placement at Napa Valley Mustard Festival events, providing that there is no sponsor of this category at the official product or presenting level.
- Leadership partnership of Napa Valley Destination Council for 2011 with cash contribution of \$50,000.

# Major Media Official Products & Services

\$75,000 or more

- Media contribution of \$75,000 or more entitles sponsor to Major Media status. Cash sponsorship of \$75,000 or more entitles sponsor to official product or service status.
- Display advertising in the San Francisco Chronicle Sunday Datebook.
- Sponsor will be included in Festival promotions and media coverage, when possible.
- Logo presented on:
  - Festival marketing poster
  - Festival website with a link to the sponsor's web site
  - Festival brochure and invitation
  - Select display advertising
- Mention in Napa Valley Mustard Festival press releases.
- Sponsor will be entitled to provide a press release that relates to the Festival for insertion into hardcopy Napa Valley Mustard Festival press kits (approximately 200).
- Fifty-word editorial mention in the Festival program.
- Full-page advertisement in the Festival program.
- Full-page advertisement in Napa Riverwalk Epicurean Marketplace program with cash sponsorship of \$20,000 or more.
- Full page black and white advertisement in the Mustard Magic program with cash sponsorship.
- Multiple page advertisement on the Festival website.
- A special Mustard Season event produced by sponsor may be listed in the Mustard Season Calendar of Events.
- Eight tickets for Mustard Magic; six tickets for Riverfront Review Reception and The Photo Finish; twelve tickets for Napa Riverwalk Epicurean Marketplace.
- Booth space at Napa Riverwalk Epicurean Marketplace.
- Leadership partnership of Napa Valley Destination Council for the calendar year of 2011 with cash contribution of \$50,000 or more.



# Presenting \$100,000 or more

- Cash sponsorship of \$100,000 or more entitles sponsor to Presenting Sponsorship status.
- Potential category exclusivity providing that no sponsorship agreements have been previously signed for the product or service category.
- First right of refusal for the 19th annual Napa Valley Mustard Festival in 2012.
- Presenting sponsors logos will be featured in television spots, pending sponsorship confirmation and agreement with media sponsors.
- Display advertising in the San Francisco Chronicle Sunday Datebook.
- Sponsor will be included in Festival promotions and media coverage, when possible.
- Logo presented on:
  - Festival marketing poster
  - Festival website with a link to the sponsor's web site
  - Festival brochure/invitation
  - Display advertising (value approximately \$600,000 or more)
- Mention in Festival press releases.
- Press release that relates to the Festival may be provided for insertion into Napa Valley Mustard Festival press kits (approximately 400).
- One-hundred word editorial mention in the Festival program and on the Festival website.
- Full-page advertisement in the Festival program.
- Full-page advertisement in Napa Riverwalk Epicurean Marketplace program or on back cover if available.
- Full-page black and white advertisements in the Mustard Magic program.
- Multiple page advertisement on the Festival website.
- A special Mustard Season event produced by sponsor may be listed in the Mustard Season Calendar of Events.
- Twenty tickets for Mustard Magic; six tickets for Riverfront Review and The Photo Finish; twenty tickets for Napa Riverwalk Epicurean Marketplace.
- Booth space at Napa Riverwalk Epicurean Marketplace.
- Napa Valley Mustard Festival will seek additional avenues for promotion of Presenting Sponsors, such as VIP opportunities for sponsor's clients.
- Leadership partnership of Napa Valley Destination Council for the calendar year of 2011 with minimum contribution of \$50,000 cash.



## **Producer: Summers-McCann, Inc. Public Relations**

P. O. Box 1385 • Sonoma, CA 95476

tel 707.938.1133 • fax 707.938.0123

mustardfestival.org • info@mustardfestival.org

NAPA VALLEY

# Mustard Festival

*Eighteenth Annual Season of Sensational Events*

**January through March, 2011**

## Mustard Magic

*The Grand Opening Event*

A Sumptuous Stroll through Napa Valley Wine, Food, and Art

**Saturday, January 29, 7pm**

The Culinary Institute of America at Greystone, St. Helena

\$125 presale through January 7; \$175 thereafter.

**Art Week: January 30 – February 5**

## Visual Art Competition

### Exhibit Opening

**Saturday, February 5 2010 through March**

Location tbd

**Restaurant Week: February 6 – 12**

## Premiere Napa Valley

*Napa Valley Vintners Annual Barrel Auction for the Trade*

**February 20 – 26**

**Spa Week: February 27 – March 5**

## Mustard, Mud & Music

A Calistoga Jazz Festival

**Saturday & Sunday, March 5 & 6**

Downtown Calistoga

## Artisanal Food Week

*A Celebration of Napa Valley's Local Growers and Producers*

**March 6 – 12**



## Riverfront Review

**Thursday, March 10, 6pm**

*Napa Riverwalk Marketplace Opening Gala*

Riverfront, Napa

Hors d'oeuvres, wine and music 6–7:30 pm

Dine along the river at the restaurant of your choice 7 – 9 pm

Dessert and Dancing, An After Party with Your Chefs and Winemakers 9 – 10:30 pm

Reception and After party at Riverfront Pavilion (only) \$100 per person

## Napa Riverwalk Epicurean Marketplace

*Your Passport to Napa Valley Wine, Food and Art*

**Saturday March 12 noon – 5 pm**

**Sunday March 13 noon – 4 pm**

Riverfront, Historic Napa Mill, Veteran's Memorial Park, Oxbow Public Market, and other Downtown Napa locations.

\$55 per person in advance, \$65 at the door

## A Taste of Yountville

**Saturday, March 19, 11am – 5pm**

Town of Yountville

## The Photo Finish

*The Grand Finale Event*

**Saturday, March 26, 7pm**

\$95 in advance; \$125 at the door

## Napa Valley Mustard Festival Photography Contest Exhibit

**March 27 – April 28**

Mumm Napa, Rutherford

**Mustard Festival****2011 Mustard Magic  
Live and Silent Auctions**

Business \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ fax \_\_\_\_\_ email \_\_\_\_\_

Signature \_\_\_\_\_ date \_\_\_\_\_

Auction item(s) and detailed description \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Does this donation have any restrictions and/or limitations?  yes  no \_\_\_\_\_

\_\_\_\_\_

Retail value of item(s)  
**must be included** \$ \_\_\_\_\_

Expiration Date: \_\_\_\_\_

suggested date: 4/01/12

**Pick up or delivery:**

- I will ship or deliver my auction donation by **January 14**  
Napa Valley Mustard Festival, c/o Colette Blake, 4100 Stanislaus Lane, Napa, CA 94558. (Jan 4–Jan 15)
- I will mail a certificate to: (Must be received by Summers McCann by Jan 14)  
**Napa Valley Mustard Festival c/o Summers-McCann, P.O. Box 1385, Sonoma, CA 95476**  
**A faxed copy must be received if it is not possible to send the original by this date.**
- Please pick up my donation at: \_\_\_\_\_

Date donation will be available for pick up: \_\_\_\_\_

**For Office Use:**

Summers-McCann contact \_\_\_\_\_

Received by / date \_\_\_\_\_

P.O. Box 3603 • Yountville, CA 94599 • 707.938.1133 • fax 707.938.0123  
mustardfestival.org • info@mustardfestival.org

# Mustard Festival

## Festival Program Ad Specifications

### Ad Sizes

“Co-Op” (vertical) 2 3/8" x 3 3/16"

1/4-page (vertical) 3 5/8" x 4 7/8"

1/2-page - vertical: 3 5/8" x 10"

- horizontal: 7 1/2" x 4 7/8"

Full page: 7 1/2" x 10"

Full page bleed (cover pages only) –

final trim: 8 1/4" x 10 3/4"

add 1/8" on all sides to equal

8 1/2" x 11" overall

### Materials provided for Production

#### Artwork must be received by November 25,

and may be provided as any combination of the following:

Photographic transparencies or prints (unscreened photographs only - digital prints are not acceptable); original drawing or painting; or digital files (see “digital” section - same guidelines apply).

Production is \$125 per hour, with a two hour minimum.

All incurred expenses such as photography of art, or scanning of transparencies, will be charged to client.

### Digital Files

Only professionally prepared Macintosh compatible files will be accepted. High resolution PDFs are preferred. Filename must contain the client name, and not be just “mustard festival”.

If providing Illustrator or Freehand EPS files convert fonts to paths, and embed images. Quark users must submit PDFs.

*Note:* File conversions, alteration and corrections to client furnished art are subject to additional charges at \$125 per hour, one-half hour minimum.

*MS Word, MS Publisher and Corel Draw files will not be accepted.*

### Image/File Preparation

Line art: 1200 dpi

Photos: CMYK: 300 dpi at 100% of print size

SWOP coated; 6 to 9% dot gain; 280 to 300 total ink

All colors must be defined as process/CMYK and uniquely named. No spot colors.

### Delivery

Files may be provided on CD or DVD; e-mailed;\* or uploaded to our FTP server (preferred). It is a good idea to “stuff” or “zip” files for electronic transfers.

\*(large files should be provided on disc or ftp'd)

***If your finalized, flattened, 300DPI, CMYK file is ready for production and is less than 3 MB*** please email it as an attachment to: [production@summers-mccann.com](mailto:production@summers-mccann.com)

***If your finalized file is larger than 3MB*** please upload it to the following:

In your web browser go to:

**<ftp://mustardfestival.org>**

**enter user: 2010sponsor**

**enter pass: f3\$tival**

If using Internet Explorer go to the PAGE pull down menu and select OPEN FTP IN WINDOWS (You may be asked to reenter the login credentials – go ahead).

COPY (CTRL-C) your original file from your computer, then...

Go to the FTP windows screen and PASTE (CTRL-V)

Wait for it to upload and close the screen; email

[production@summers-mccann.com](mailto:production@summers-mccann.com) when completed.

*Address:*

Summers-McCann, Inc. Public Relations

Attn: Amber Phone: 707.938.1133 x 105

P.O. Box 1385

Sonoma, CA 95476

*E-mail:* [amber@summers-mccann.com](mailto:amber@summers-mccann.com)

Please include hardcopy and directory printout if providing on disc. If e-mailing or uploading your files please fax printouts to 707.938.0123.