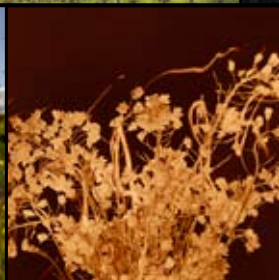




Napa Valley Mustard Festival

2009 Sponsorship Opportunities



The 16th Annual Napa Valley Mustard Festival

January 31 - March 28, 2009

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2008 Festival poster - "Mustard Goddess" by Jessel Miller

Artwork for 2009 is being created by Sara Barnes.

The Napa Valley Mustard Festival – now entering its 16th year of production – is a highly successful two-month seasonal promotion. It has transformed Napa Valley's "off peak-season" into a busy time when guests enjoy spectacular scenery and unique, extravagant food, wine, and art events. Spiced throughout with mustard, the condiment, the *Mustard Season* is a beautiful time of year when wild mustard blooms, carpeting vineyards, valleys, and hillsides with gold. A calendar of main events appears on page 9.

The Festival provides exposure for sponsors through marketing, advertising, media coverage, a variety of promotions, and events.

The Festival is traditionally sponsored by national corporations such as American Airlines, Lexus, and Grey Poupon, as well as regional and local businesses. It brings an extensive network of sponsors together in one of the world's top destinations for The Awards and The Marketplace, a showcase weekend of festivities held in March each year. It supports and promotes the international mustard industry through the Napa Valley Mustard Festival World-Wide Mustard Competition and exposure at events.

Sponsors are invited to take advantage of opportunities for long-term exposure. Regional sponsors enjoy the added benefit of tourism revenues generated during the *Mustard Season*. Promotions generate millions of dollars of additional revenues each year. Active hands-on sponsors have the opportunity to reap rich rewards!

A non-profit community service organization, the Napa Valley Mustard Festival unites Napa Valley communities, businesses, and events to promote the *Mustard Season*. It offers plentiful fundraising opportunities for non-profit organizations during this beautiful time of year; and introduces the public to the arts, culture, and agriculture of the world famous Napa Valley. Numerous non-profit organizations participate in and benefit from the promotion.

The Napa Valley Mustard Festival, governed by a Board of Directors, and produced by Summers-McCann Inc. Public Relations, is seeking corporate sponsorship to underwrite the 2009 budget of approximately \$1,000,000.



2008 Napa Valley Mustard Festival Critics' Choice Chef of the Year Andrew A. Arndt of Dean & DeLuca (left), 2008 People's Choice Chef Peter Pabk of Silverado Resort (right), and Don Sanchez of ABC7, Festival MC, at the Awards.

Napa Valley Mustard Festival is a 501(c)(04) community service organization



Mumm Napa hosting The Mumm Napa Photo Finish.

Welcome

The Napa Valley Mustard Festival is funded 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 that is mutually agreed upon by the sponsor and the Festival, or in-kind contribution which reduces cash expenditure. Complimentary advertising does not include design or production. Event ticket allocations are based on cash sponsorship. Additional event tickets must be purchased.



Margrit Biever Mondavi with Gene Burns of KGO Newstalk AM 810's Dining Around with Gene Burns, at The Marketplace.

Sponsorship Levels

In-kind Sponsorship

In-kind sponsorships can 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 can be combined with cash donation to attain higher sponsorship levels. Some donations which save out-of-pocket expenditure, such as a catering contribution for the Sponsor's Dinner or transportation, can be treated as cash contributions at the discretion of the Napa Valley Mustard Festival Board of Directors.



Don Sanchez and Cheryl Jennigs of ABC7 at the Mustard Magic Live Auction.

Bronze • \$1,000 or more

- 10-word mention in the Festival program, and on the Festival website with a link to the sponsor's website.
- Two tickets for Mustard Magic and The Marketplace.

Silver • \$2,500 or more

- 20-word mention in the Festival program, and on the Festival website with a link to the sponsor's website.
- Product label or "co-op" (2³/₈ x 3³/₁₆) advertisement in the Festival program.
- Two tickets for Mustard Magic, The Marketplace, and The Mumm Napa Photo Finish.



The chefs of Le Grand Diner à Domaine Chandon.

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Auctioneer Greg Quiroga of Reynolds & Buckley, and model Corinne Stubbs, during the Mustard Magic Live Auction.



Christopher Manning performing a cooking demonstration at The Marketplace.



Nancy Bartush, owner of Silver Spring Gardens, received the Grand Champion Award of The Napa Valley Mustard Festival World-Wide Mustard Competition for their Silver Spring Deli Style Mustard.



2008 Festival People's Choice Photographer Bill Reeves was pleased to check out a Lexus at The Mumm Napa Photo Finish.

Gold • \$5,000 or more

- 30-word mention in the Festival program, and on the Festival website, with a link to the sponsor's website.
- Quarter-page advertisement in the Festival program with a \$5,000 cash contribution; or a "Co-op" ($2\frac{3}{8} \times 3\frac{3}{16}$) advertisement or product label with sponsorship combining in-kind donation with a \$2,500 cash contribution.
- Logo presented on:
 - Festival marketing poster with \$5,000 cash contribution
 - Event signage
- A special Mustard Season event produced by sponsor can be listed in the Mustard Season Calendar of Events.
- Booth space at the Napa Valley Mustard Festival's Signature Event, The Marketplace, to be held on Saturday and Sunday, March 14 and 15, 2009.
- Two tickets for Mustard Magic, The Awards, The Marketplace, and The Mumm Napa Photo Finish.

Platinum • \$10,000 or more

- 30-word mention in the Festival program, and on the Festival website, with a link to the sponsor's website.
- Half-page color advertisement in the Festival program with a \$10,000 cash contribution; or a quarter-page color advertisement with sponsorship combining in-kind donation with \$5,000 cash contribution.
- Logo presented on:
 - Festival marketing poster
 - Festival website with a link to the sponsor's web site
 - Event signage
- A special Mustard Season event produced by sponsor can be listed in the Napa Valley Mustard Festival Calendar of Events.
- Four tickets for Mustard Magic, The Marketplace, and The Mumm Napa Photo Finish. Two tickets for The Awards.
- Booth space at the Napa Valley Mustard Festival's Signature Event, The Marketplace, to be held on Saturday and Sunday, March 14 and 15, 2009.

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Platinum Plus • \$15,000 or more

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

Plus:

- Two additional tickets to Mustard Magic (total of six); two additional tickets to The Awards (total of four); four additional tickets to The Marketplace (total of eight).
- Quarter-page black and white advertisement in The Marketplace program.

Premium • \$20,000 or more

- Logo presented on:
 - Festival marketing poster
 - Festival website with a link to the sponsor's web site
 - Event signage
- 40-word mention in the Festival program, and on the Festival website, with a link to the sponsor's website.
- Full-page color advertisement in the Napa Valley Mustard Festival program with a cash contribution of \$20,000; or half-page color 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.
- Six tickets for Mustard Magic, and The Mumm Napa Photo Finish; Four tickets for The Awards; Ten tickets to The Marketplace.
- Booth space at the Napa Valley Mustard Festival's Signature Event, The Marketplace, to be held on Saturday and Sunday, March 14 and 15, 2009.



*Tableaux vivant of Renoir's
"Luncheon of the Boating Party"
at Mustard Magic.*

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Super Premium • \$25,000 or more

- Display advertising in the *San Francisco Chronicle Sunday Datebook* valued at approximately \$7,500, with cash sponsorship. (Pending agreement with San Francisco Chronicle).
- Logo presented on:
 - Festival marketing poster
 - Festival website with a link to the sponsor's web site
 - Photography contest promotional materials
 - Event signage
 - Select display advertising
- Mention in Festival press releases.
- 40-word mention in the Festival program, and on the Festival website, with a link to the sponsor's website.
- Full-page color advertisement in the Napa Valley Mustard Festival program with cash contribution of \$25,000 or more; or a half-page color advertisement with cash contribution of \$10,000 or more.
- 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 Mumm Napa Photo Finish. Four tickets for The Awards. Twenty tickets for The Marketplace.
- Double booth space at the Napa Valley Mustard Festival's Signature Event, The Marketplace, to be held on Saturday and Sunday, March 14 and 15, 2009.

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 black and white advertisement in The Marketplace Program with cash sponsorship of \$25,000 or more.
- Full-page black and white advertisement in the Mustard Magic Program with cash sponsorship of \$25,000 or more.
- Sponsor's press release that relates to the Festival may be included in press kits. (approximately 400)

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.

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*Don Sanchez of ABC7
and Peter Pakk,
Executive Chef, Silverado Resort,
at The Mumm Napa Photo Finish.*

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Major Media ~ Official Products & Services • \$75,000 or more

- Cash/In-kind sponsorship of \$75,000 or more entitles sponsor to major media sponsorship or official product sponsorship status.
- Display advertising in the *San Francisco Chronicle Sunday Datebook* valued at approximately \$7,500. (Pending agreement with San Francisco Chronicle).
- 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
 - Photography contest promotional materials
 - Festival brochure and invitation
 - Event signage
 - 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 400).
- Fifty word editorial mention in the Festival program, and on the Festival website.
- Full-page color advertisement in the Festival program.
- Full-page black and white advertisement in The Marketplace program with cash sponsorship.
- Full page black and white advertisement in the Mustard Magic program with cash sponsorship.
- 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 The Awards; thirty tickets for The Marketplace; eight tickets for Mumm Napa Photo Finish.
- Booth space at the Napa Valley Mustard Festival's Signature Event, The Marketplace, to be held on Saturday and Sunday, March 14 and 15, 2009.

Presenting • \$100,000 or more

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- Cash sponsorship of \$100,000 or more entitles sponsor to Presenting Sponsorship status.
- Exclusive Presenting Sponsorship may be negotiated at a higher level of cash sponsorship.
- Category exclusivity providing that no sponsorship agreements have been previously signed for the product or service category.
- First right of refusal for the 17th annual Napa Valley Mustard Festival in 2010.
- Presenting sponsors will be mentioned in television and radio spots, pending sponsorship confirmation and agreement with media sponsors.
- Display advertising in the *San Francisco Chronicle Sunday Datebook* valued at approximately \$7,500. (Pending agreement with San Francisco Chronicle).
- Full-page ad in the January/February issue of *Solano Magazine* for up to two presenter sponsors at the \$100,000 cash sponsorship level, pending agreement with *Solano Magazine*.
- 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
 - Photography contest promotional materials
 - Festival brochure/invitation
 - Event signage
 - Display advertising (value approximately \$900,000)
- Mention in Festival press releases.
- Sponsor entitled to provide a press release that relates to the Festival 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.
- Two full-page color advertisements in the Festival program.
- Full-page black and white advertisement in The Marketplace program.
- Full-page black and white advertisements in the Mustard Magic, The Awards, and The Mumm Napa Photo Finish programs.
- A special Mustard Season event produced by sponsor may be listed in the Mustard Season Calendar of Events.
- Twenty tickets for Mustard Magic; ten tickets for The Awards; thirty tickets for The Marketplace; ten tickets for Mumm Napa Photo Finish.
- Booth space at the Napa Valley Mustard Festival's Signature Event, The Marketplace, to be held on Saturday and Sunday, March 14 and 15, 2009.
- Napa Valley Mustard Festival will seek additional avenues for promotion of Presenting Sponsors, such as VIP opportunities for sponsor clients.

Napa Valley Mustard Festival

Sixteenth Annual Season of Sensational Events

January 31 through March 28, 2009

MAIN EVENTS

Mustard Magic

~ The Grand Opening Event ~

January 31 • 7 p.m.

The Grand Dinner

TBD

The Awards

~ A Tasty Competition ~

March 13 • 7 p.m.

The Marketplace

~ A Signature Event for Connoisseurs ~

March 14 & 15 • 11 a.m. to 5 p.m.

The Mumm Napa Photo Finish

~ The Grand Finale Event ~

March 28 • 7 p.m.

mustardfestival.org • 707.944.1133 • 707.938.1133

NAPA VALLEY MUSTARD FESTIVAL 2009 AUCTION DONATION CONFIRMATION

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 2/1/2010

I prefer to donate to the following Napa Valley Mustard Festival Auction:

- Mustard Magic on January 31
- The Grand Dinner
- Both auctions

Auction assignments to be finalized by the auction committee.

Pick up or delivery:

- I will ship or deliver my auction donation by **January 16** to:
Summers-McCann, 752 Broadway, Sonoma, CA 95476
- A certificate for my auction donation is enclosed.

Certificates must be received by Summers-McCann by January 16.

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 _____