

The banner features a dark red background with several circular images: a cacao pod on a tree, a festival scene with people, and various colorful target-like patterns. The text is in white and gold.

Fairchild's 3rd Annual International Chocolate Festival

Saturday & Sunday

January 24 - 25, 2009 | 9:30 a.m. - 4:30 p.m.

Sponsored by:



Sponsorship Opportunities

- **CINEMA BOTANICA**

A movie related to Chocolate, not yet determined, will be part of Fairchild's outdoor movies series. Hundreds will enjoy this special screening under the stars on Fairchild's lush tropical landscape.

Sponsorship \$10,000 Platinum Level

- **INTERNATIONAL CHOCOLATE FESTIVAL PROGRAM**

Reach thousands of visitors during this decadent festival. Every guest receives a 20 page program full of important information about the exhibition and Fairchild's programs. Approximately 4,500 programs are printed.

Sponsorship Cost \$5,000 Gold Level

- **CHOCOLATE COOK-OFF /VIP PARTY**

This special event kicks off the International Chocolate Festival. Upper level members, event sponsors and Fairchild VIPs are invited to a private, sumptuous chocolate evening with Tropical Fruit Curator Dr. Richard J. Campbell and other invited speakers.

Sponsorship Cost \$5,000 Gold Level

- **CHOCOLATE KIDS**

The Chocolate Festival is a family adventure. Kids will enjoy face painting, making chocolate art and more. These fun activities are organized by Fairchild's Education Department.

Sponsorship Cost \$2,500 Silver Level

- **CHOCOLATE MUSIC/CHOCOLATE STAGE**

Local musicians entertain Fairchild visitors with sounds including jazz, rhythm and blues and steel drums.

Sponsorship Cost \$1,000 Bronze Level

- **CHOCOLATE DEMONSTRATIONS**

National and local chocolatiers will delight the public with their rich, educational demonstrations.

Sponsorship Cost \$500. In -Kind.

- **CHOCOLATE TASTING**

National and local restaurants, chefs and vendors will offer up their sweet chocolate samples for all to enjoy.

Sponsorship Cost \$500

All sponsorship options are flexible and can be tailored meet the sponsor's individual needs, budget and marketing plan. This enables each sponsor to receive the greatest possible tangible return on their sponsorship dollars.

Sponsorship Benefits

• **DARK CHOCOLATE SPONSORSHIP (PRESENTING)**

\$20,000

Exclusivity in your product/service category.

Your logo as presenting sponsor prominently displayed on all advertisements, collateral materials and information regarding the event.

Two locations within the International Chocolate Festival for your product/service promotion and display, including on-site sampling.

The right to use the International Chocolate Festival in promotion and advertising.

Back cover advertisement in the Chocolate Festival program

Listing as presenting sponsor on multiple Sponsor Boards and programs throughout the festival site.

Fairchild Tropical Botanic Garden Platinum Fellowship Circle Membership and all related benefits.

Full-page advertisement for one year (four issues) in The Tropical Garden, Fairchild's quarterly magazine.

Behind-the-scenes tour of the Tropical Fruit Program with Tropical Fruit Senior Curator Dr. Richard J. Campbell.

20 tickets to the Chocolate VIP Party.

20 general admission passes to the International Chocolate Festival.

• **MILK CHOCOLATE SPONSORSHIP (PLATINUM)**

\$10,000

Your name/logo on all advertisements, collateral materials and information regarding the event.

A location within the International Chocolate Festival for your product/service promotion and display, including on-site sampling.

The right to use the International Chocolate Festival in promotion and advertising.

Signage on the event or item sponsored.

Full page advertisement in the Chocolate Festival program

Listing on multiple Sponsor Boards and programs throughout the festival site.

Mention in all promotional materials and press releases.

Fairchild Tropical Botanic Garden Fellowship Circle Gold Membership and all related benefits.

Full-page advertisement for six months (two issues) in The Tropical Garden, Fairchild's quarterly magazine.

12 tickets to the Chocolate VIP Party.

12 general admission passes to the International Chocolate Festival.

• **SEMI-SWEET CHOCOLATE SPONSORSHIP (GOLD)**

\$5,000

Your name/logo on all advertisements, collateral materials and information regarding the event.

The right to use the International Chocolate Festival in promotion and advertising.

Signage on the event or item sponsored.

Listing on multiple Sponsor Boards and programs throughout the festival site.

Half-page advertisement in the Chocolate Festival program

Mention in all promotional materials and press releases.

Fairchild Tropical Botanic Garden Fellowship Circle Silver Membership and all related benefits.

8 tickets to the Chocolate VIP Party.

8 general admission passes to the International Chocolate Festival.

• **WHITE CHOCOLATE SPONSORSHIP (SILVER)**

\$2,500

The right to use the International Chocolate Festival in promotion and advertising.

Signage on the event or item sponsored.

Listing on multiple Sponsor Boards and programs throughout the festival site.

Mention in all promotional materials and press releases.

Fairchild Tropical Botanic Garden Fellows Membership and all related benefits.

6 tickets to the Chocolate VIP Party.

6 general admission passes to the International Chocolate Festival.

• **CHOCOLATE CHIP SPONSORSHIP (BRONZE)**

\$1,000

Signage on the event or item sponsored.

Listing on multiple Sponsor Boards and program throughout the festival site.

Fairchild Tropical Botanic Garden Sustaining Membership and all related benefits.

4 tickets to the Chocolate VIP Party.

4 general admission passes to the International Chocolate Festival.

• **HOT CHOCOLATE SPONSORSHIP (SUPPORTING)**

\$500

Signage on the event or item sponsored.

Listing on multiple Sponsor Boards and program throughout the festival site.

Fairchild Tropical Botanic Garden Family and Friends Membership and all related benefits.

2 tickets to the Chocolate VIP Party.

2 general admission passes to the International Chocolate Festival.

We look forward to your support and involvement in this year's International Chocolate Festival.

For more information, please contact Mari Novo, Sponsorship and Marketing, at 305.663.8057 or at mnovo@fairchildgarden.org.

Fairchild's 3rd Annual International Chocolate Festival

Saturday & Sunday
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Sponsored by:



Sponsorship Pledge Form

Company Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

SPONSORSHIP PLEDGE:

___ Dark Chocolate \$20,000 ___ Milk Chocolate \$10,000 ___ Semi-Sweet \$5,000 ___ White Chocolate \$2,500

___ Chocolate Chip \$1,000 ___ Hot Chocolate \$500 \$___ General Contribution

Name of activity being sponsored (if applicable) _____

Underwriting Donation (Refer to underwriting opportunities)

\$_____ Specified for: _____

Indicate the item you are underwriting or if for general donation, please indicate general.

PROGRAM ADVERTISING

___ Back Cover, \$500 ___ Inside Back Cover, \$400 ___ InKind Donation

___ Full Page, \$350 ___ 1/2 Page Vertical or Horizontal, \$200

Please fax your completed Pledge Form to 305.661.8953, Attn: Mari Novo.

Fairchild Tropical Botanic Garden is a 501 (c) 3 organization.
Thank you for supporting the ongoing initiatives and vital works of Fairchild's Tropical Fruit Programs
in research, education, horticulture and conservation.

FAIRCHILD TROPICAL BOTANIC GARDEN

Exploring, Explaining and Conserving the World of Tropical Plants

10901 Old Cutler Road, Coral Gables, Florida 33156 305.667.1651 www.fairchildgarden.org



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Sponsored by:  

Booth Fees

___ 2 x 6' table, 1 chair, signage, Air Conditioned Garden House	\$500.00
___ 10' x 10' tent, 2 tables, 2 chairs and signage, Main Lawn	\$500.00
___ 15' x 15' tent, 2 tables, 3 chairs and signage, Main Lawn	\$700.00
Florida Sales Tax 7%	\$ _____
Insurance * (see Standard Insurance Requirements)	\$80.00
TOTAL FEE	\$ _____

Please make check payable to Fairchild Tropical Botanic Garden.

Credit Card Type:
Number: _____ Expires: _____

Name as it appears on Card: _____

In consideration of this agreement, I (the undersigned) hereby agree to pay Fairchild Tropical Botanic Garden the total sum of \$ _____ as rental for sales booth(s) during The Chocolate Festival. This payment must be made on/or before January 12, 2009.

Vendor Application Agreement

Vendor Exhibitor Name _____
(PRINT EXACTLY as it is to appear on booth signage. MAXIMUM 20 letters and spaces)

Contact Name(s) _____

Address _____

City _____ State _____ Zip _____

Tel _____ Fax _____ Cellular _____

Email _____

Items to be sold _____



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International
Chocolate
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Sponsored by:  

Vendor - International Chocolate Festival Application & Agreement

Power requirements must be authorized before event. Vendor agrees that it will supply all personnel and necessities required.

Set-up for booth is Friday, January 23 from 10:00 a.m. – 5:00 p.m., Saturday, January 24 from 7:00 – 8:00 a.m. All vehicles MUST be out of Fairchild by 8:15 a.m. Saturday morning. Restocking on Sunday, January 25 is from 7:00 – 8:00 a.m. Break-down usually begins no earlier than 5:30 p.m. on Sunday, January 25, as soon as all visitors have exited from Fairchild.

Fairchild provides ALL tents, as well as a signage for your booth.

I agree to indemnify and hold Fairchild Tropical Botanic Garden harmless from any and all claims, liability, losses and causes of actions that may arise out of this agreement. The exhibitor shall pay all claims and losses of any nature whatever in connection therewith and defend all suits in the name of Fairchild Tropical Botanic Garden when applicable, and shall pay all costs and judgments which may issue thereon. I further agree to abide by the terms of this agreement.

ALL VENDORS MUST PROVIDE SAMPLES DURING THE FESTIVAL.

Vendor Signature _____ Date _____

Item to be sampled: _____

Print Name _____

Vendor's On Site Representative _____

Cell Phone _____

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Come and enjoy South Florida's most decadent festival!

Learn how to make chocolate, sample savory chocolate delights, listen to lectures on the rich history of chocolate and take a tour of the Rainforest to learn how chocolate grows.

For more information, please visit
www.fairchildgarden.org



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