

Theobroma cacao

# 2<sup>nd</sup> Annual Fairchild's International CHOCOLATE

festival Saturday & Sunday, January 26 - 27, 2008  
9:30 a.m. - 4:30 p.m.

## Sponsorship Opportunities

### CINEMA BOTANICA

"Like Water for Chocolate" is 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](mailto:mnovo@fairchildgarden.org).**

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## 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](http://www.fairchildgarden.org)

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## 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
<b>TOTAL FEE</b>	<b>\$ _____</b>

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, 2008.

## 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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## Vendor - International Chocolate Festival Application & Agreement

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

Vendor certifies that he has the necessary health permits and will display a copy of that health certificate within the booth at all times.

Set-up for booth is Friday, January 25 from 10:00 a.m. – 5:00 p.m., Saturday, January 26 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 27 is from 7:00 – 8:00 a.m. Break-down usually begins no earlier than 5:30 p.m. on Sunday, January 27, 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 sponsorship information, please contact Mari Novo at 305-663-8057 or at [mnovo@fairchildgarden.org](mailto:mnovo@fairchildgarden.org)



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