

2015



October 17th, 2015

# SPONSORSHIP PACKAGE

exhibit • promote • captivate

[tasteoftamarac.org](http://tasteoftamarac.org)



**October 17  
2015**



**12 Years**

**exhibit  
promote  
captivate**

[tasteoftamarac.org](http://tasteoftamarac.org)

**2014 SPONSORS**



# LETTER TO SPONSORS

Saturday, October 17, 2015, marks the 12th anniversary of the Tamarac Chamber of Commerce, **Taste of Tamarac Business Expo**. We endeavor to uphold the event's reputation as the signature culinary event of the Tamarac Chamber of Commerce.

We would like to offer you the opportunity to be a part of this exceptional event. Sponsorship of this event will provide great marketing prospects for your company.

In addition to the exciting display by food establishments and businesses along with children's activities, there will be a large spectator presence and on-site media attention. This is a great chance for your company to be aligned with a quality event that displays the diversity of Tamarac and the surrounding cities. To a considerable extent, this event is attended by patrons of various nationalities in and around Broward County.

The exposure that you will gain from networking with a captive audience of hundreds will be invaluable to your Company. Not only will it allow you the opportunity to recognize potential customers and promote consumer awareness, but it will enhance and increase your future product sales as during the event consumers will have the opportunity to try your products.

## The Taste Of Tamarac key objectives are as follows:

- To provide an opportunity for sponsors and vendors to promote their products/services, recognize potential customers and shape consumer attitude.
- To captivate people of different races, ages, and economic levels through food and other fun-filled activities

As a sponsor of the Taste of Tamarac Business Expo 2015, not only will you be offered the unique opportunity of supporting a signature event, but more importantly to feature the products and services of your company. We recognize that putting on a quality event such as this requires partnership between ourselves and our sponsors. We also appreciate the valuable commitments all our sponsors have provided since the inception of our events. On the following pages, we have outlined the sponsorship levels and we welcome your consideration of any or all of these packages. We thank you in advance for your participation as a donor or sponsor.

Sincerely,

Tamarac Chamber of Commerce

October 17  
2015



12 Years

exhibit  
promote  
captivate

[tasteoftamarac.org](http://tasteoftamarac.org)

## PROMOTION PLAN

The Taste of Tamarac Business Expo 2015 will be extensively promoted in Broward County, South Florida, with special attention paid to the west Broward areas. Promotion will begin as early as April 2015 and will cease on October 17, 2015.

### Key promotional efforts/strategies will include:

- The Taste of Tamarac Business website: [www.tasteoftamarac.org](http://www.tasteoftamarac.org)
- Taste of Tamarac Facebook Page
- Taste of Tamarac Magazine (48 pages) over 12,000 copies

Distributed to 500 drop off points in Tamarac, Sunrise, Margate, Coral Springs, Lauderhill and other locations prior to the event

Distributed during the Taste of Tamarac Business Expo

Over 6,000 copies distributed via mailing

- Taste of Tamarac Launch Event, September 17, 2015
- Flyers and Posters in stores and social venues
- Press Releases (newspaper, magazines, websites, etc.)
- E-mail and Facebook campaigns promotion via social network sites (Twitter, Instagram, etc.)
- Banners in strategic locations within the City of Tamarac

*\*\*\*Please note that different sponsorship levels will receive varying levels of direct exposure\*\*\**

If you would like to be a part of this joint venture, kindly fill out the attached application form. Payments are to be made to Tamarac Chamber of Commerce by **May 15th, 2015**.

For more information, please contact our office at (954) 722-1520. We look forward to seeing you at The Tamarac Chamber of Commerce, Taste of Tamarac Business Expo 2015.



# SPONSOR PACKAGES

	Title \$5,500	Platinum \$2,500	Gold \$2,000	Silver \$1,500	Bronze \$1,000	Corporate \$500
<b>Tickets</b>	30	15	10	6	4	2
<b>Logo on Print Ads</b>	✓	✓	✓	✓	✓	
<b>Article Content Page for Website</b>	✓		✓			
<b>Logo on Event Website</b>	✓	✓	✓	✓	✓	
<b>Web Banner link on Event Site</b>	✓		✓			
<b>Press Release</b>	✓	✓	✓	✓		
<b>Stage Mention*</b>	✓	✓	✓	✓	✓	
<b>Banner Displayed in Event Hall</b>	✓					
<b>Social Media Blast</b> (1,000+ mentions)	✓	✓	✓	✓	✓	✓
<b>Email Blast</b> (3,000+ subscribers)	✓	✓	✓	✓		
<b>Exhibitor Table</b>	3	1	1	1	1	1
<b>Program Ad</b> - Pages(s)		1	1	1	1/2	1/4
<b>TOT Launch Tickets</b>	10	10	4	2	2	2
<b>Program Ad</b> - Back Cover + 1/2 Center	✓					
<b>Title sponsorship - launch Party</b>		✓				

\* Frequency depends on Package

**October 17  
2015**



**12 Years**

**exhibit  
promote  
captivate**

[tasteoftamarac.org](http://tasteoftamarac.org)

## OTHER OPPORTUNITIES

### **Culinary \$2,000**

Live demonstration and narration to audience by Chef using sponsor's products and providing tasting for VIP audience.

Sponsor's products used in demo featured on Cover of Event Magazine.

Sponsorship includes Gold Package.

### **Kids Corner \$1,000**

Banner displayed in section designated for kids dancing.

Section designated for Kids Dancing lead by professional dance teacher featuring numerous line dancing moves.

Designated DJ, Door Prizes, Popcorn, Face Painting.

Sponsorship includes Bronze Package.



October 17  
2015



12 Years

exhibit  
promote  
captivate

[tasteoftamarac.org](http://tasteoftamarac.org)

# SPONSORSHIP APPLICATION

Please return to The Greater Chamber of Commerce,  
7525 Pine Island Road, #103 Tamarac, FL 33321 or Fax to (954) 721-2725

Company Name \_\_\_\_\_

Type Of Business \_\_\_\_\_

Company Address \_\_\_\_\_

Company Website \_\_\_\_\_

Company Phone \_\_\_\_\_

Company Fax \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Title \_\_\_\_\_

Contact Email \_\_\_\_\_

## SPONSORSHIP LEVELS

Title Sponsor

Gold Sponsor

Bronze Sponsor

Platinum Sponsor

Silver Sponsor

Corp. Sponsor

Culinary

Kids Corner

In exchange for the opportunity to participate in this event, I the undersigned, do hereby indemnify, hold harmless and defend the Greater Tamarac Chamber of Commerce, the City of Tamarac including its agents, officers and employees, and any and all sponsors, members, vendors and committee members from any and all claims, demands, damages, causes of action, judgments or expenses, including attorneys fees and costs sustained by them arising from the negligent act, error, or omission of myself, agents or employees during my participation in this event.

Signature \_\_\_\_\_

Print \_\_\_\_\_

Date \_\_\_\_\_