



Harbor Fest

CHULA VISTA

Presented by the Port of San Diego

Saturday, August 15, 2020
10:00 AM to 6:00 PM
Bayside Park - 999 Bayside Parkway

Exotic Wheels Sponsor
\$2,500 (limit 1)



CVHarborFest.com



For more information and sponsor opportunities visit CVHarborfest.com
or contact Harborfest@mcfarlanepromotions.com (619) 233-5008



Saturday, August 15, 2020 • 10:00 AM - 6:00 PM • Chula Vista's Bayside Park • 999 Bayside Parkway

Exotic Wheels \$2,500 (limit 1)

Exotic Wheels Description

- The word is out! HarborFest car displays are like a show within a show. More car clubs than ever are participating. Individual awards will be bestowed for the Mayor's Choice, People's Choice, etc. Attendees will be directed with special signage and on event maps to discover the cool rides.

Exotic Wheels Sponsor

- Your company listed as the Exotic Wheels Sponsor and company logo recognition anywhere the Exotic Wheels Sponsor is mentioned;

Logo Recognition

- Company logo on website with reciprocal link. Your logo/company name will remain on the HarborFest website all year (Your company to provide a print quality, 300 DPI or higher, vector file company logo);
- Company name and logo on collateral materials for Chula Vista HarborFest including, but not limited to:
 - full color Event Posters
 - full color Event Flyers
 - full color Event Programs

Display | Signage

- Promotional signage with your company's name and/or logo will be displayed in the Exotic Wheels Zone and wherever the Exotic Wheels Sponsor is referred to in promotional materials; (signs provided by your company two weeks prior to the event);
- 10' x 10' booth with premier placement to distribute company products and promotional materials;

VIP Passes

- 2 parking passes
- 4 tickets for the Taco & Spirits Fest
- 4 drink tickets

Social Media

- Company name mentioned and linked through social networks on Twitter, Facebook & website;
See Social Media Page for additional information on event marketing and promotion

Advertising | Promotions

- Your company name/logo will appear as the Exotic Wheels Sponsor of the event in all promotional materials, press releases, media alerts and advertisements;
- Company name mentioned in promotional pieces for TV and radio;
- Target mailing/email blast to include your company's name and logo;
- Minimum One Quarter Page ad in the Event Program;

Future Events

- Your company will have "First right of Refusal" to be the Exotic Wheels Sponsor at subsequent HarborFest events.



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SPONSORSHIP COMMITMENT FORM

Company Name _____

Contact Name _____

Company Address _____

Phone _____ Fax _____ Email _____

Signature _____

Please charge my (circle one) Visa MC Amex

Card No. _____

CVC _____ Expire _____

Amount to be charged to my credit card: \$ _____

Please fax your form by June 30, 2020 to 619-233-0898
656 Fifth Ave., Suite B, San Diego, CA. 92101
or email at Harborfest@mcfarlanepromotions.com
Tel: 619.233.5008 • Fax: 619.233.0898

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