



# HarborFest

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**

**Food Truck Alley Sponsor**  
**\$2,500 (limit 1)**



**CVHarborFest.com**



For more information and sponsor opportunities visit [CVHarborfest.com](http://CVHarborfest.com)  
or contact [Harborfest@mcfarlanepromotions.com](mailto:Harborfest@mcfarlanepromotions.com) (619) 233-5008



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## Food Truck Alley Sponsor \$2,500 (limit 1)

### Food Truck Alley Description

- At HarborFest, Food Trucks will have a special designated alley. Attendees will be directed with special signage and on event maps to find our amazing array of gourmet food trucks. HarborFest attendance has been almost doubling every year, so we're looking to satisfy all the hungry participants this year with more choices than ever!

### Food Truck Alley Sponsor

- Your company listed as the Food Truck Alley Sponsor and company logo recognition anywhere the Food Truck Alley 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 Food Truck Alley and wherever the Food Truck Alley 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 Food Truck Alley 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 Food Truck Alley 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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