



SPONSORSHIP OPPORTUNITIES

TRANSPORTATION SPONSOR

Sponsorship Benefits:

- Transportation sponsor named after your company with Double Decker buses to leave from Eastlake and around J Street near the Bayside Park event parking locations (subject to final parking plan)
- Four (4) additional banners to be hung through out the venue (banner provided by your company—event will give sponsor size requirements)
- Signs of your company’s logo on either side of the Double Decker buses
- The opportunity to have docents on the bus welcoming the guests, speaking about your company and the festival.
- Bus stop signs designed with your company’s logo.
- Recognition on the Stars and Stripes (Main) Stage, Bayside Stage, and Celebrate “Kids” Stage all day long as the Transportation Sponsor
- Event logo and name in all pre-event and day of event advertisement, to include but not limited to; Union Tribune, Chula Vista Star News, Downtown News, Beach and Bay Press, La Jolla Light, etc. (subject to final media buy)
- KUSI pre-event promotion with Rod Luck to include a representative from your company talking about your involvement as the Business Expo Sponsor (final date and time of the TV spot TBD)

- Company name in all promotional materials including TV, radio and all press releases
- Company name and logo on written promotions including all posters and advertisements for Celebrate Chula Vista, including;
 - 200 full color Event Posters
 - 10,000 full color Event Post Cards
 - 10,000 full color Event Program
- A 10'x 20' Booth with premier placement in the Business Expo at the event to distribute product and promotional material
- 10 VIP Passes
- Company logo on website with reciprocal link. Your logo and company name will stay up all year around on the Celebrate Chula Vista Web page
- ¼ page ad and article will be written in the Chamber of Commerce Quarterly Newsletter
- First right of refusal to sponsor the Transportation in 2008

Transportation Sponsor Fee - limit (1) \$6,000.00