



2009 Downtown @ Sundown Sponsor Application

Dear Friends

The Historic Downtown Plano Association (HDPa) invites you to join us as a sponsor for the 2009 Taste of Downtown, held Saturday, October 17th, 2009 from 12 – 8 PM.

Taste of Downtown Plano is part of the The Downtown Plano Special Events series schedule. The first event, KidsFest was held in April during Easter Weekend with attendance at over 5000. In 2010 we will be holding events in March, May, and October. The Special Events service will include extended hours for merchants, Art Showings, Live Music, Food, Activities, and vendor space. Restaurants will also be open to serve food and drinks. Each sponsor package can be custom made. We also work with In-Kind sponsorships as well.

As a sponsor, your contribution helps:

- Purchase ad space on TV, Radio, Print, Web, Direct Mail in the local and state market
- Purchase of Marketing Materials of the event throughout North Texas and Texas
- Purchase Advertising week before and week of in local and state publications
- Financially support the event's planning and activities

TERMS:

This Sponsorship Agreement shall be valid for the 2009 Taste of Downtown Plano on Saturday, October 17th, 2009 from 12 – 8 PM. **Booth Space:** Sponsors get first right to all spaces

Payment: Invoices will be sent and need to be returned by Sept. 15th, 2009.

Sponsorship Conditions:

- Banner Pre-Approval by the HDPa
- List and photos of Services/Merchandise presented during the event
- Access to Logo in EPS or JPG Formats



Sponsor Information

Sponsor Business Name _____
Contact Name _____
Mailing Address _____
E-Mail Address _____
Phone Number _____ Fax Number: _____

Additional Services Needed Electricity Table/Chairs Tent Canopy

Type of Sponsorship (Check One):

Title Branding Official Contributing In-kind
\$2500 (Minimum) **\$1000** **\$500** **\$250** **\$ _____**

Title Sponsor: 1 Sponsor Per year
Branding Sponsor: Up to 4 Per Year
Official Sponsor: Up to 8 Per Year
Contributing Sponsor: Up to 12 Per Year.

Please Note

- There are no Contributing Sponsor spaces available on Postcard. Contributing Sponsors will be recognized on the poster, website, banner, and at the event.
 - Title and Branding Sponsors may request exclusivity in their industry.
 - Promotion will begin no later than Oct. 1.
 - Distribution of marketing materials will be available no later, Oct. 1.

In 2008, Downtown Plano events were seen in the following:

Dallas Morning News
NeighborsGo.com
KLAK FM
Travel Tex

NBC 5HD
Pegasus News
GuideLive
Plano Convention and
Visitor's Bureau

Dallas Observer
West Plano People
DART
Texas Events Calendar

Sponsor Benefits

<p>Contributing Level (\$250)</p> <ul style="list-style-type: none"> • Logo tagged on all media Spots • Prime marketing exhibit space • Access to event artwork and Media Clips • Link from Festival Website to Your Site • First Right Refusal for 2010 • Signage at Event 	<p>Official Level (\$500)</p> <ul style="list-style-type: none"> • Corporate logo on all Official Marketing Materials • Ad Space In all Marketing • Prime Exhibit Space • Prime Website Banner Ad • Logo tagged on TV Spots • Prime marketing exhibit space • Access to event artwork and Media Clips • Link from Festival Website to Your Site • First Right Refusal for 2010 • Signage at Event
<p>Branding Level (\$1000)</p> <ul style="list-style-type: none"> • Branding of an activity: <ul style="list-style-type: none"> ○ Live Music Stage ○ The Marketplace ○ Food Court or Drinking Station • Corporate logo on Volunteer/Official Marketing Materials • Major Ad Space In all Marketing • Prime Exhibit Space • Prime Website Banner Ad • Logo tagged on all media Spots • Prime marketing exhibit space • Access to event artwork and Media Clips • Link from Festival Website to Your Site • First Right Refusal for 2010 • Signage at Event 	<p>Title Sponsor (\$2,500 Minimum)</p> <ul style="list-style-type: none"> • Exclusive 3 year agreement • Branding of logo with event logo • Prominence on Posters, Postcards, Web • Corporate logo on Volunteer/Official Marketing Materials • Largest Ad Space In all Marketing • Prime Exhibit Space • Prime Website Banner Ad • Logo tagged on all media Spots • Prime marketing exhibit space • Access to event artwork and Media Clips • Link from Festival Website to Your Site • First Right Refusal for 2010 • Signage at Event

Please Send this application and payment to:

HDP PO Box 860841 Plano, TX 75086-0841 Fax to: 972-941-7396 For More Info Contact us at: 214-674-3225 and hdpa@visitdowntownplano.com
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AGREED AND EXECUTED as of the date first above written

Historic Downtown Plano Association
Signature: _____
Date: _____

Sponsor Name: _____
Signature: _____
Date: _____