

ONE FOR ALL



YOSEMITE HWY 120 CHAMBER OF COMMERCE PRESENTS THE ANNUAL

49ER FESTIVAL & CHILI COOK-OFF

September 16, 2023

Sponsorship and Visibility Opportunities



ONE FOR ALL: A Community-Wide Event

Welcome to the 2023 49er Festival and Chili Cook-Off! We're pleased to present a new sponsorship structure that will deliver better brand value AND more directly benefit our local businesses and nonprofits.

This year's sponsorship opportunities have more "ala carte" options so we can tailor your 2023 49er Festival sponsorship to be more aligned with your business goals.

Beginning in 2023, the Yosemite Hwy 120 Chamber of Commerce is inviting locally-focused nonprofits to benefit from the Festival by sharing some of the fundraising opportunities. Already, Pine Cone Performers and Groveland Rotary have partnered to bring a better festival experience for our visitors and to raise funds to support their contributions to our community.

As Hot Chili Charlie would say, "We know times is tough. If ever'body gits into the spirit of One For All, then ever'body'll do good fer themselves 'n the community."

With your support, we're looking forward to another great event in 2023. Thank you for being of this community-wide event.

Patricia Epp, 49er Festival Co-Chair

Shirley Horn, 49er Festival Co-Chair



Yosemite | Hwy 120 Chamber of Commerce
49erfestival@yosemitchamber.org
209.962.0429

49er FESTIVAL PARTNER

One Remaining @ \$3,000 (member); \$3500 (non-member*)

*includes Chamber membership through Oct. 31, 2023

49er Festival Partnerships support the overall operation of putting on and promoting the 49er Festival and Chili Cook-Off. It's a cacophony of moving parts, permits, and expenses, and we can't do it without our major partners. Join Visit Tuolumne County as a 49er Festival Partner.

What's in it for you?

- Unlike previous years, only two Partner logos will appear along with the Yosemite Chamber logo on all main Festival printed materials (Festival flyer, timeline postcards, advertising, social media, Welcome banner at Park entrance, Festival merchandise.
- One 10x10 booth onsite
- Joint branding with Yosemite Chamber on 49er Festival banner at Hwy 120 monument (Premier Valley Bank) and on Hwy 120 banner (if banners are approved by CalTrans by September.)
- Feature article in The Weekly / yosemitechamber.org
- Logo as 49 Festival Partner scrolling top of Festival homepage and all main pages on yosemitechamber.org/49erFestival
- Exclusive branding on yosemitechamber.org/49erFestival/Partners
- Four 15-second PA announcements during the Festival
- Dedicated sponsorship announcement on social media post, plus minimum of one additional Chamber post
- Inclusion in any Chamber-generated media announcements, interviews, or articles.
- Festival Partners may be able to help offset your cash outlay by providing Live or Silent Auction hospitality packages or gift certificates. Ask your Yosemite Chamber 49er Festival Co-Chair for details.



CHILI COOK-OFF SPONSOR

Exclusive sponsorship:

\$2500 (member); \$3000 (non-member*)

***includes Chamber membership through Oct. 31, 2023**

The 49er Festival's most popular event! Be the exclusive sponsor of the Chili Cook-Off--it's the perfect recipe for enhancing your brand marketing program.

Ingredients:

- Create and pre-release and we'll promote a series of housemade chilis for "Locals Choice" voting weekly four weeks ahead of the Festival (ending Labor Day Monday 9/4).
- One 10x10 Exhibition Chili booth, showcasing your team preparing "Locals Choice" at the Festival (not eligible for Judges or Peoples Choice awards).
- Exclusive branding (one side) of the Chili Cook-Off bags.
- Joint branding with Yosemite Chamber on Chili Cook-Off Corner hanging banner. Can be displayed at sponsor's site prior to the event.
- Joint branding with Yosemite Chamber on Chili Voting cards.
- Exclusive name on Chili Cook-Off trophies.
- Feature article in The Weekly / yosemitechamber.org
- Logo as Chili Cook-Off sponsor scrolling top of Festival homepage and all main pages on yosemitechamber.org/49erFestival
- Logo as Chili Cook-Off sponsor included on official Festival Flyer.
- Exclusive branding on yosemitechamber.org/49erFestival/ChiliCookOff
- Four 15-second PA announcements during the Festival
- Dedicated sponsorship announcement on social media post, plus multiple Chamber posts promoting Chili Cook-Off competition and Chili Kit sales.
- Inclusion in any Chamber-generated media announcements, interviews, or articles.
- As Chili Cook-Off sponsor, you may be able to help offset your cash outlay by providing Live or Silent Auction hospitality packages or gift certificates. Ask your Yosemite Chamber 49er Festival Co-Chair for details.



MAIN STAGE SPONSOR

Exclusive sponsorship:

\$2500 (member); \$3000 (non-member*)

***includes Chamber membership through Oct. 31, 2023**

The hub of the 49er Festival, the Main Stage is where it's all happening--raffle draws, contests, fabulous live music, awards. It's where folks hang out when they're just enjoying the day.

- One 10x10 booth in the Marketplace.
- Joint branding with Yosemite Chamber on Main Stage hanging banner.
- Feature article in The Weekly / yosemitechamber.org.
- Logo as Main Stage sponsor scrolling on Festival homepage and all main pages on yosemitechamber.org/49erFestival.
- Logo as Main Stage sponsor included on official Festival Flyer.
- Exclusive branding on yosemitechamber.org/49erFestival/Entertainment.
- Four 15-second PA announcements during the Festival.
- Dedicated sponsorship announcement on social media, plus multiple Chamber posts promoting Festival activities and entertainment.
- Inclusion in any Chamber-generated media announcements, interviews, or articles.
- As Main Stage sponsor, you may be able to help offset your cash outlay by providing Live or Silent Auction hospitality packages or gift certificates. Ask your Yosemite Chamber 49er Festival Co-Chair for details.



PARADE SPONSOR

Exclusive sponsorship:

\$2500 (member); \$3000 (non-member*)

***includes Chamber membership through Oct. 31, 2023**

Kicking off the 49er Festival, the Main Street Parade brings families and friends out to begin their 49er Festival experience. Be the exclusive sponsor of the Main Street Parade and showcase your brand as a major community supporter.

- Co-branding with Yosemite Chamber on Festival hand-fans (one side)
- Joint branding with Yosemite Chamber on Main Street Parade hanging banner (96"x24"). Can be displayed at sponsor's site prior to the event.
- Exclusive name on Parade trophies.
- One 10x10 booth onsite.
- Feature article in The Weekly / yosemitechamber.org.
- Logo as Parade sponsor scrolling top of Festival homepage and all main pages on yosemitechamber.org/49erFestival.
- Logo as Parade sponsor included on official Festival Flyer.
- Exclusive branding on yosemitechamber.org/49erFestival/Parade
- Four 10-second PA announcements during the Parade
- Dedicated sponsorship announcement on social media post, plus minimum of one Chamber post promoting Parade entries and attendance.
- Inclusion in any Chamber-generated media announcements, interviews, or articles.
- As Parade sponsor, you may be able to help offset your cash outlay by providing Live or Silent Auction hospitality packages or gift certificates. Ask your Yosemite Chamber 49er Festival Co-Chair for details.



CHILL OUT Cooling Area SPONSOR

Exclusive sponsorship:

\$2500 (member); \$3000 (non-member*)

***includes Chamber membership through Oct. 31, 2023**

Mid-September in Groveland is the height of summer and with it comes high temperatures. Make it cool and comfortable for your customers by sponsoring CHILL OUT--an area to cool off and take a load off from the festivities.

- Exclusive banner on 10 x 20 canopied structure with electric fans, misters (if very high temps are predicted), water, and chairs
- Feature article in The Weekly / yosemitechamber.org.
- Logo as Cooling Area sponsor scrolling top of Festival homepage and all main pages on yosemitechamber.org/49erFestival
- Exclusive branding on yosemitechamber.org/49erFestival/ChillOut
- Logo as Cooling Area sponsor included on official Festival Flyer.
- Four 10-second PA announcements during the Parade
- Dedicated sponsorship announcement on social media post, plus minimum of one Chamber post promoting Parade entries and attendance.
- Inclusion in any Chamber-generated media announcements, interviews, or articles.
- As Chill Out sponsor, for a reduction in your sponsorship fee, you can choose to provide the 10x20 structure and staff the cooling area for promotional purposes.



KIDS ADVENTURE ZONE

Exclusive Sponsorship:

\$1500 (member); \$2000 (non-member*)

*includes Chamber membership through Oct. 31, 2023

The 49er Festival is a family affair and the Kids Adventure Zone is the perfect spot to let the young'uns blow off some steam while the adults enjoy shopping, dancing, and other festival activities. Be the exclusive sponsor of the Kids Adventure Zone and showcase your brand as a family-friendly business.

Possible nonprofit partners: Groveland Youth Center or Groveland 4H deriving funds from nominal charge for Kids Zone wristbands (e.g., \$10/hour/child. Ages 4-12)

- Joint branding with Yosemite Chamber on Kids Adventure Zone hanging banner (96"x24"). Can be displayed at sponsor's site prior to the event.
- Opportunity to be onsite hosts of a specific activity; e.g., beginning archery, face painting, gold panning, petting zoo,
- Feature article in The Weekly / yosemitechamber.org.
- Logo as Kids Adventure Zone sponsor scrolling top of Festival homepage and all main pages on yosemitechamber.org/49erFestival.
- Logo as Kids Adventure Zone sponsor included on official Festival Flyer.
- Joint branding with nonprofit partner (if applicable) on dedicated 49er Festival/KidsZone web page.
- Four 10-second PA announcements during the Parade and Festival
- Dedicated sponsorship announcement on social media post, plus inclusion on multiple Chamber posts promoting Kids Zone attractions.



CUSTOM SPONSORSHIP

Exclusive and tailored to meet your needs:

\$1500 (member); \$2000 (non-member*)

***includes Chamber membership through Oct. 31, 2023**

For more than 40 years, the 49er Festival Committee has strived to provide a great day out and high visibility for our sponsors. We're always looking for new ideas, activities, or entertainment for the Festival. Let's brainstorm your visibility goals and find the perfect match for your business.

- Feature article in The Weekly / yosemitechamber.org.
- Logo as custom sponsor scrolling top of Festival homepage and all main pages on yosemitechamber.org/49erFestival
- Four 10-second PA announcements during the Festival
- 10x10 booth onsite
- Dedicated sponsorship announcement on social media post, plus minimum of one Chamber post promoting your big idea.
- Inclusion in any Chamber-generated media announcements, interviews, or articles.
- More options may be available depending on the nature of the sponsorship.
- As a custom sponsor, you may be able to help offset your cash outlay by providing Live or Silent Auction hospitality packages or gift certificates. Ask your Yosemite Chamber 49er Festival Co-Chair for details.



In 2022, the Yosemite Chamber created custom sponsorship packages for Chicken Ranch Casino and The Groveland Hotel.

CUSTOM GRAND RAFFLE

Exclusive Sponsorship designed for

Trail Less Traveled Bike & Gear

\$1500 Cash &/or Retail Value Contributions

Last year's 49er Festival Raffle grand prize of an eBike brought local visibility to your new business and lessons for all. The learnings opened up a new trail for targeting Trail Less Traveled's customer demographics with an Exclusive Grand Raffle of an eBike.

25% of net proceeds will benefit Groveland Trail Heads.

1,000 Grand Raffle tickets will be sold for \$5 each.

Grand Raffle will be run separately from the Chamber's annual Festival Raffle.

- Feature article in The Weekly / yosemitechamber.org announcing Grand Raffle.
- Exclusive Main Street seller of Grand Raffle tickets. Yosemite Chamber will sell at Summer Fest event on June 25. Drawing on Saturday, September 16, 2023.
- Co-branding with Yosemite Chamber and Groveland Trail Heads as Grand Raffle partners.
- 10x10 shared booth onsite with Groveland Trail Heads
- Logo as Grand Raffle sponsor scrolling on Festival homepage and all main pages on yosemitechamber.org/49erFestival.
- Four 10-second PA announcements during the Parade and Festival
- Dedicated sponsorship announcement on social media post, plus multiple Chamber posts promoting the Grand Raffle and ticket sales at Trail Less Traveled.
- Logo as Grand Raffle sponsor included on official Festival Flyer.



COMMUNITY CLUB 250-500-750

A COMBINATION OF CASH & IN-KIND DONATIONS

Members: Minimum cash of \$100 at any level + donations

Non-Members: Minimum cash of \$150-\$250-\$500* + donations


*includes Chamber membership through Oct. 31, 2023

Times are tough and many small businesses can't afford to shell out a lot of cash to support our community's biggest annual event. A combination of cash and products or services will bring visibility for your brand as a 2023 49er Festival Community Club Supporter.

- Inclusion in Club 250-500-750 feature article in The Weekly / yosemitechamber.org.
- Dedicated sponsorship announcement on Chamber social media pages indicating level of Community Club support.
- Name listed on [yosemitechamber.org/49erFestival/Community Club](http://yosemitechamber.org/49erFestival/CommunityClub) webpage.
- Name listed on official Festival Flyer..
- Donated products/services included in at least one pre-Festival social media promotion of Silent/Live Auctions and Raffles.
- 20% off 10x10 booth space.
- Supporter status must include minimum cash component of at least: \$100 at any level for members, and \$100/\$250/\$500 for non-members; the remainder may be product/service donations.




MARY KAY



YOSEMITE
RUSH CREEK
LODGE

\$1 each or
a book of ten for \$10

Call Janis at Modern Broker
209-459-0098
or
Johanna / ROOFBB
209-984-6712



-- PHIL LAKE PONTON BOAT RIDE
FROM GEORGE HAYABRO
-- \$200 GIFT CERTIF. ECHO
ADVENTURES/TRAIL LESS TRAVELLED
BIKE AND GEAR
-- \$125 MARY KAY GIFT CERTIFICATE
-- DINNER FOR 2 AT RUSH CREEK
-- PAPERAZZI NECKLACE
-- \$220 VALUE CBD GIFT BASKET FROM
PLANT BASED CBD

HERE ARE JUST SOME OF
THE FABULOUS FESTIVAL
RAFFLE PRIZES. SAGEN
WILL DRAW WINNERS
THROUGHOUT OPERATION
HOMECOMING



PAPARAZZI
ACCESSORIES



The
Weekend



PlantBasedCBD



SMOKEY

Donated By
Pine Needlers Quilt Guild
2022

BE A SPONSOR / SUPPORTER

One of the biggest annual events in Tuolumne County is still FREE TO ALL because of your generous sponsorships, advertising, booth and vending presence, and contributions of cash, raffle prizes, and Silent and Live Auction items.

Your sponsorship, generous donations, and your brand will be noticed by thousands of people in the months leading up to, on the day, and following this popular annual event.

Please indicate your sponsorship and/or advertising choices on this form and return it with your payment to **Yosemite | Highway 120 Chamber of Commerce, PO Box 1263, Groveland, CA 95321**. If you prefer to use a credit card, please call the Chamber at (209) 962-0429.

Business Name: _____

Contact Name: _____ Contact phone: _____

Contact Email address: _____

Business Address: _____

Please choose a sponsorship level:

CASH CONTRIBUTION*

- FESTIVAL PARTNER \$3000 (member)/\$3500 (non-member) _____
- CHILI COOK-OFF \$2500 (member)/\$3000 (non-member) _____
- MAIN STAGE \$2500 (member)/\$3000 (non-member) _____
- PARADE \$2500 (member)/\$3000 (non-member) _____
- CHILL OUT \$2500 (member)/\$3000 (non-member) _____
- KIDS ADVENTURE ZONE \$1500 (member)/\$2000 (non-member) **SOLD**
- CUSTOM SPONSORSHIP \$1500 (member)/\$2000 (non-member) _____
- COMMUNITY CLUB \$100 (member)/\$150-\$250-\$500 (non-member)* _____

*All levels of sponsorship may include a combination of cash and products/services donations. Please indicate the CASH contribution you will be providing commensurate with your sponsorship level AND a Products/Services donation form.

*Sponsorships include discounts up to 100% for vendor/booth space. Please complete and return a Vendor Application to take advantage of your additional benefits.

Advertise on the Festival Flyer: Please choose an advertising format:

- 2" x 2" color display ad \$120 _____
- 3.5" x 2" color display ad \$170 _____

I would like to donate products, services or gift certificates for the Live and Silent Auctions or Raffles.

YES* _____ NO _____

*If YES, and/or a Community Supporter, please complete and submit a Donation form along with your sponsor application. Thank You!

I would like to add a branded item, postcard, or coupon to the Chili Tasting Bags (800 pieces required by September 11, 2023). YES _____ NO _____

Date _____ Authorized Signature _____



• Post Office Box 1263 • Groveland, California 95321
209-962-0429 • email: 49erfestival@yosemitechamber.org

Annual 49er Festival and Chili Cook-off Saturday – September 16th, 2023

Vendor Application

Name of Business/Company _____

Description of Business/Product _____

Contact Person(s) _____

Mailing Address: _____

City/State/Zip _____

Phone _____ E-Mail _____

Number of Booth Space(s) (Chamber Member Price) _____ @ \$85.00 \$ _____

Number of Booth Space(s) (Non-member Price) _____ @ \$105.00 \$ _____

Number of Booth Space (s) (Member Non Profit) _____ @ \$55.00 \$ _____

Electricity Flat Fee per Site _____ @ \$ 15.00 \$ _____

Water Flat Fee Per Site _____ @ \$ 15.00 \$ _____

*Trailer required-ie Food Booth: Y () N ()

Size of Trailer: _____ Total Fees \$ _____

Make Checks Payable To: Yosemite Chamber of Commerce PO Box 1263, Groveland CA 95321

New booth assignments are not made until two weeks before the 49er Festival and only if the application and full payment is received. **New booth assignments will be made in the chronological order received.** 100% of Fees are non-refundable unless Yosemite Chamber cancels event.

Chamber Office Use Only: Date Received: _____ Approved: _____

Booth # _____ Payment Type: _____ Check #: _____

Confirmation Letter Sent Date: _____ By: _____

DONATE Raffle Prizes, Silent & Live Auction Items

One of the biggest annual events in Tuolumne County is still FREE TO ALL because of your generous sponsorships, advertising, booth and vending presence, and contributions of cash, raffle prizes, and Silent and Live Auction items.

The Yosemite | Highway 120 Chamber of Commerce and the 2023 49er Festival Committee invite you to be a part of the 2023 49er Festival and Chili Cook-Off. Your sponsorship, generous donations, and your brand will be noticed by thousands of people in the months leading up to, on the day, and following this popular annual event.

Please indicate what you'd like to donate in the form of cash, gift certificates, and/or products and services on this form and return it to Yosemite | Highway 120 Chamber of Commerce, PO Box 1263, Groveland, CA 95321.

Business Name: _____

Contact Name: _____ Contact phone: _____

Contact Email address: _____

Business Address: _____

What products, services, or gift certificates would you like to donate to support our current and future Chamber of Commerce programs and events? Please include the retail value of each item.

- | | |
|----------|------------------------|
| 1. _____ | Retail Value: \$ _____ |
| 2. _____ | \$ _____ |
| 3. _____ | \$ _____ |
| 4. _____ | \$ _____ |
| 5. _____ | \$ _____ |

TOTAL VALUE OF DONATIONS: \$ _____

For further information about where and when to drop off donated items or questions regarding the best, most sought-after donations, please email Shirley Horn at shorneyosemitechamber.org.

On behalf of our community, we thank you in advance for your generous support of the Highway 120 corridor's most well-attended and important annual event.

Board of Directors

Yosemite | Highway 120 Chamber of Commerce

FOR CHAMBER OF COMMERCE USE ONLY: Date Item(s) received _____ Raffle _____ Silent
Auction _____ Live Auction _____