

# Yuma Lettuce Days is *Growing!*

Yuma Lettuce Days is a culinary festival celebrating our regional agriculture community. Our event will be an authentic venue where guests will learn the impact our agricultural industry has on the country, not to mention a great place to taste locally grown delights! As the winter vegetable capital of the world, we are excited to share what we are growing as well as how very talented chefs will incorporate our crops into culinary masterpieces! Please visit [www.yumallettucedays.com](http://www.yumallettucedays.com) for up to date information.

## PRESENTING SPONSOR (\$15,000)

- Your company in partnership with YVB presents Yuma Lettuce Days
- Celebrity chef cooking demo sponsored by your company including taste tests
- Company reception at Quartermaster Depot during YLD (100 people- appetizers and drinks included)
- 10'x10' exhibit space
- Full page ad in YLD program
- 500 welcome bags with your logo distributed to visitors
- Ag tours presented by your company (logo on tickets)
- Logo on all printed material
- 1 table to the Harvest Dinner, March 8, 2012
- Large Banner with your company logo
- 30 tickets to Yuma Lettuce Days

## “TOSS IT UP” SPONSOR (\$5,000)

This interactive salad station will be a fun way for guests to create an ideal salad...Yuma lettuce, croutons, veggies, toppings, dressing and more! Guests pay \$2 admission fee.

- Toss It Up sponsored by your company (a portion of the proceeds benefit Yuma County FFA)
- 10'x10' exhibit space
- ½ page advertisement in YLD program
- Logo on all printed material
- 1 table to the Harvest Dinner, March 8, 2012
- Large Banner with your company logo
- 20 tickets to Yuma Lettuce Days



## YUMA'S RECIPE BOX TASTING EVENT SPONSOR (\$5,000)

This event sold out quickly last year. Amazing food brought in by local restaurants!

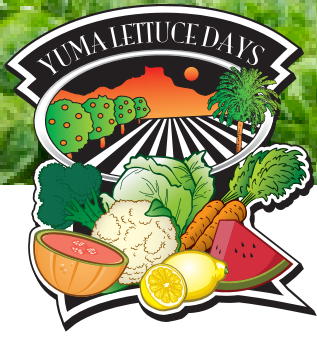
- Yuma's Recipe Box sponsored by your company (a portion of the proceeds benefit the Yuma Area Ag Producers Scholarship Fund)
- 10'x10' exhibit space
- ½ page advertisement in YLD program
- Logo on all printed materials
- 1 table to the Harvest Dinner, March 8, 2012
- 20 tickets to Yuma Lettuce Days
- Large Banner with your company logo

## KITCHEN SPONSOR (\$3,500)

- Outdoor cooking kitchen sponsored by your company (used for the Harvest Dinner, Cooking Demos and Celebrity Chefs)
- 10'x10' exhibit space
- ½ page advertisement in YLD program
- Logo on all printed materials
- 2 tickets to the Harvest Dinner
- Large Banner with your company logo
- 15 tickets to Yuma Lettuce Days

## TASTING PLATE SPONSOR (\$3,500)

- Your color logo will be imprinted on the tasting plates used at the cooking demonstration, Yuma's Recipe Box tasting event, and contests throughout the festival.
- 10'x10' exhibit space
- ½ page advertisement in YLD program
- Logo on all printed materials
- Large Banner with your company logo
- 2 tickets to the Harvest Dinner
- 15 tickets to Yuma Lettuce Days



# Yuma Lettuce Days *Sponsorships*

## **COOKING CONTEST SPONSOR** (\$2,500)

Comeptitions include dates, lettuce, citrus, salsa, families and children.

- Cooking demonstration/contest sponsored by your company
- 10'x10' exhibit space
- 1/4 page advertisement in YLD program
- Logo on all printed materials
- Banner with your company logo
- 10 tickets to Yuma Lettuce Days

## **CHILDREN'S AG-TIVITIES SPONSOR** (\$2,500)

- Children's Ag-Tivities area sponsored by your company
- 10'x10' exhibit space
- 1/4 page advertisement in YLD program
- Logo on all printed materials
- Banner with your company logo
- 10 tickets to Yuma Lettuce Days

## **FESTIVAL NAPKIN SPONSOR** (\$2,500)

- Your color logo will be imprinted on the napkins used at the cooking demonstration, Yuma's Recipe Box tasting event and contests throughout the festival.
- 10'x10' exhibit space
- 1/4 page advertisement in YLD program
- Logo on all printed materials
- Banner with your company logo
- 10 tickets to Yuma Lettuce Days

## **RECYCLING SPONSOR** (\$1,500)

- In an effort to remain environmentally conscious, we will strategically place recycling bins throughout the festival. A sign with your company logo will be placed with each bin.
- Logo in YLD Program
- Logo on all printed materials
- 5 tickets to Yuma Lettuce Days

## **"TOSS IT UP" TOPPING SPONSOR** (\$1,000)

Must have product for 2,000 visitors. First come, first served (no competitive products.)

- 10'x10' exhibit space in the "Toss It Up" tent (see front side for tent info.)
- Logo in YLD Program
- Logo on all printed materials
- Sign with company logo
- 5 tickets to Yuma Lettuce Days

## **GENERAL EVENT SPONSOR** (\$1,000)

- 10'x10' exhibit space
- Logo in YLD Program
- Logo on all printed materials
- Sign with company logo
- 5 tickets to Yuma Lettuce Days

## **LARGE BANNER SPONSOR** (\$500)

- Large Banner Sponsor

## **SMALL BANNER SPONSOR** (\$250)

- Small Banner Sponsor

## **"THANK YOU YUMA AGRICULTURE COMMUNITY!" SPONSOR** (\$100)

- Listing in a full page advertisement dedicated to thanking our Yuma agriculture community
- Donation made in your name to Yuma County Ag Producers Scholarship Fund





# The Harvest Dinner

The Harvest Dinner will celebrate our local agricultural industry as well as our many partnerships with other agriculture communities. The chefs create a “homegrown” approach with the menu consisting of fresh ingredients grown and/or raised in the desert southwest. This event supports the Yuma County Ag Producers Scholarship Fund.

## Presenting Sponsor (\$10,000)

- Introduction at event
- Event material will say, “Presenting Sponsor...”
- 5 minute speaking opportunity during program
- Full page advertisement in event program
- Sponsor announcements throughout the evening by emcee
- 16 aprons with original 2012 Harvest Dinner label on front
- 2 Tables with seating for 16 guests- Premier Seating
- Include your materials in a thank you bag for each guest (650 guests)

## Wine Glass Sponsor

(\$5,000: only 1 available)

- 1/2 page advertisement in event program
- Sponsor announcements throughout the evening by emcee
- Logo on wine glasses
- 1 table with seating for 8 guests- Premier Seating
- Include your materials in a thank you bag for each guest (650 guests)

## Cocktail Napkin Sponsor

(\$2500: only 1 available)

- Logo on cocktail napkins
- 1/4 page advertisement in event program
- Sponsor announcements throughout the evening by emcee
- 1 table with seating for 8 guests- Premier Seating
- Include your materials in a thank you bag for each guest (650 guests)

## Station Sponsor (\$2,500)

- Sign at food or drink station that includes your company name
- 1/4 page advertisement in event program
- Sponsor announcements throughout the evening by emcee
- 1 table with seating for 8 guests- Premier Seating
- Include your materials in a thank you bag for each guest (650 guests)

## Program Sponsor

(\$1,500: only 1 available)

- Logo on cover of the program
- Sponsor announcements throughout the evening by emcee
- 2 event tickets
- Include your materials in a thank you bag for each guest (650 guests)

## Supportive Sponsor (\$1,000)

- Logo in event program
- Sponsor announcement by emcee
- 2 event tickets
- Include your materials in a thank you bag for each guest (650 guests)

## Thank you Sponsor

(\$500 cash or in-kind)

- Include your materials in a thank you bag for each guest (650 guests) (We provide the bag, you provide the materials)
- Business listing in program

## Harvest Dinner Ticket Prices

\$100 per person / \$1000 per table of 8  
(tables include wine service and premium seating)



# Lettuce Days & Harvest Dinner *Sponsor Registration*



Company/Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone Day: \_\_\_\_\_ Cell: \_\_\_\_\_ Evening: \_\_\_\_\_

Email Address: \_\_\_\_\_

.....

### LETTUCE DAYS SPONSORSHIP LEVELS:

- \$15,000 Presenting Sponsor
- \$5,000 "Toss It Up" Sponsor
- \$5,000 Recipe Box Sponsor
- \$3,500 Kitchen Sponsor
- \$3,500 Tasting Plate Sponsor
- \$2,500 Cooking Contest Sponsor
- \$2,500 Ag-Tivities Sponsor
- \$2,500 Festival Napkin Sponsor
- \$1,500 Recycling Sponsor
- \$1,000 Topping Sponsor
- \$1,000 General Event Sponsor
- \$500 Large Banner Sponsor
- \$250 Small Banner Sponsor
- \$100 "Thank you!" Sponsor

### HARVEST DINNER SPONSORSHIP LEVELS:

- \$10,000 Sponsorship
- \$5,000 Sponsorship
- \$2,500 Sponsorship
- \$1,500 Sponsorship
- \$1,000 Sponsorship
- \$500 Sponsorship

.....

### HARVEST DINNER TICKETS

Individual (\$100) \_\_\_\_\_ Qty    Table (\$1,000) \_\_\_\_\_ Qty

.....

### CREDIT CARD INFORMATION

- Credit Card
- My check is enclosed
- Please bill me

Total: \_\_\_\_\_

Billing address (if different than above):

Card Number: \_\_\_\_\_

Exp. \_\_\_\_\_ 3 digit security code: \_\_\_\_\_ Total Amount: \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Contact Kristan at 928.376.0100 with any questions or to schedule a meeting regarding sponsorships.



Fax this contract to 928.376.0133 or mail to:  
 Yuma Visitors Bureau | 202 S. 1st Avenue, Suite 202 | Yuma, AZ 85364