

# Sponsorship Information

## Commercial Exhibitors

### **Fiesta Hermosa Labor Day 2010 Sponsorship Offer** *A Hermosa Beach Chamber of Commerce Event*

#### History of Fiesta Hermosa

*Fiesta Hermosa* is a street fair in the heart of downtown Hermosa Beach, and is now celebrating its 38th year. The show is the largest arts and crafts show in Southern California -- attracting as many as 120,000 visitors over each of the two 3-day weekends of Memorial Day and Labor Day. The show's demographics are 21-59 M-F from the South Bay and Greater 5-County Los Angeles area. Attendance is primarily composed of an upper middle class audience, with over half of the attendees spending \$100 or more at the event.

*Fiesta Hermosa* has hosted sponsors in the categories of fast food companies, soft drinks, car dealerships, hotels and resorts, beauty products and spas, health clubs, vacation packages, modeling agencies, newspapers, insurance agencies, home remodelers, and health & dental specialists.

As well as the popular arts and crafts booths, the festival offers a *kiddie carnival, beer and wine garden, food court, and two stages where live bands perform.* The festival hours are from 10 a.m. to 6 p.m. on all three days. Commercial Exhibitors must pay for participation on all three days, and provide the Chamber with an insurance certificate for \$2 million in liability.

#### **Display Options**

*Sponsorship participation is available on four levels:*

\$7,000 to \$15,000	Space for 15' X 30' or 40' x 60'' exhibits with special requirements
\$5,000	Double Booths measuring 10' x 20' at the three intersections of Pier Avenue and Hermosa Avenue or at the end caps of Hermosa Avenue.
\$2,600	A Single Booth measuring 10' x 10' at the center intersection of Pier Avenue and Hermosa Avenue, or at the end caps of Pier or Hermosa Avenues.
\$1,600	A Single Booth measuring 10' x 10' along the venue on Hermosa Avenue between 14 <sup>th</sup> and 10 <sup>th</sup> streets.
\$ 50	Electricity. Generators are not allowed on the venue without prior approval.
\$ 500	Required Clean Up Fee for Exhibitors offering Free Samples.
\$ 50	Late Fee for applications and payments received after <b><u>July 23, 2010</u></b>

For more specific inquiries, please contact:

Carla Merriman ( [Carla@hbchamber.net](mailto:Carla@hbchamber.net) )  
Executive Director  
Hermosa Beach Chamber of Commerce  
1007 Hermosa Avenue  
Hermosa Beach, CA 90254  
310/ 376-0951

# Application Form

## Fiesta Hermosa Labor Day 2010 September 4, 5, and 6th

Applicant Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Product Name: (if different): \_\_\_\_\_

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

Telephone: ( ) \_\_\_\_\_ Ext: \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Cell Phone: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

On-Site Supervisor: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Email \_\_\_\_\_

**Sponsorship Level:** Check one:

- |                          |                      |   |
|--------------------------|----------------------|---|
| <input type="checkbox"/> | \$1,600              | 10' X 10' booth space within the venue                          |
| <input type="checkbox"/> | \$2,600              | 10' X 10' booth space at a corner of the venue                  |
| <input type="checkbox"/> | \$5,000              | 10' X 20' booth space within the venue                          |
| <input type="checkbox"/> | \$7,000 - \$15,000   | 10' X 30' or 40' X 60' Sponsorship booths on the venue          |
| <input type="checkbox"/> | \$50 Electricity Fee | Required for sponsors using power                               |
| <input type="checkbox"/> | \$500 Clean Up Fee   | Required for sponsors offering Free Samples                     |
| <input type="checkbox"/> | \$ 50 Late Fee       | Required for applications/payments received after July 23, 2010 |

**Equipment:** Please check off the equipment you require. All equipment is provided FREE of charge -

- 10' x 10' canopy top + free setup
- 10' x 20' canopy top (for the \$5,000 level only)
- one 2' x 6' tables with vinyl table cover
- two folding chairs
- check this box if you plan to gather research or compile a mailing list from fairgoers

For additional information or a special request, please contact Carla Merriman at 310/376-0951 or email inquiries to [Carla@hbchamber.net](mailto:Carla@hbchamber.net).

*Enclose this Application Form, Certificate of Insurance for \$2 million, and your Payment made payable to: **Hermosa Beach Chamber of Commerce, 1007 Hermosa Avenue, Hermosa Beach, CA 90254***

***We accept only Visa, Mastercard, Company Checks, or Money Orders / Cashier's Checks. Payment must be received no later than 30 days prior to the event ( July 23, 2010). A \$50 Late Charge is required after that date.***

Application does not ensure placement, and the Chamber may refuse exhibitors who disturb the event with loud music or amplified messages. Sponsors must work within their booth space unless approved previously by the Chamber for site sampling or couponing. All booths must be set up and vehicles must be off the venue by 9:30 a.m. each day. Show hours are 10 a.m. to 6 p.m. all three days. Sponsorships for each Fiesta Hermosa are sold separately. No discounts for multiple shows. No refunds will be made unless cancellation is 60 days prior to the event. No refunds for inclement weather, national emergencies, or acts of God.

I agree to abide by the regulations listed above. Signature of Applicant: \_\_\_\_\_