**2018 CHILE PEPPER FESTIVAL SPONSORSHIP**

**Chile Pepper Festival** is an all-ages, local food & music festival hosted in the Roosevelt Row Arts District of Downtown Phoenix. By presenting the best local restaurateurs and chefs in Phoenix, our goal is to highlight the most delicious chile pepper cuisine our city has to offer. Onsite **chile roasting**, **cooking demos**, **live music**, **salsa dancing**, **activities for kids**, a **talent show**, a **Beer Garden** AND a **gourmet margarita** station are all on the menu! Announcement of the Chile Pepper Challenge winner and crowning of the year’s Chile Pepper Champion culminate the festivities. Admission is $10 at the gate & open to the public! Tasting Tickets, Drink Tokens and Bundle Discounts are available for purchase. All proceeds from the Festival go toward supporting education & urban farming programs for students at the Roosevelt Growhouse Community Garden and to continue fostering a creative, connected, walkable downtown arts district with Roosevelt Row Community Development Corporation, a 501(c)(3) charitable organization (EIN 20-5937475).

**Location:** 2nd Street and Roosevelt in the heart of the Arts District **Date:** Saturday, September 29, 2018 **Time:** 5-11PM **Expected Attendance:** 7,000+ **Proceeds Benefit:** Education & Urban Farming program for students at the Roosevelt Growhouse, LLC Community Garden and the efforts of Roosevelt Row Community Development Corporation (CDC) to create a walkable, urban, arts district in downtown Phoenix.

**Sponsorship Opportunities and Benefits**:

**Event Title Sponsor** $25,000+  
Exclusive billing as Title Sponsor. Logo inclusion on all event marketing and signage, and all Program Sponsor benefits listed below plus Host & signage for VIP Beer Garden & Food/Beverage Tickets for 20.

**Presenting Sponsor** $10,000+  
Exclusive billing as Presenting Sponsor. Logo inclusion on all event marketing and signage, and all Program Sponsor benefits listed below & Food/Beverage Tickets for 10.

**Program Sponsor** $5,000  
*(Stage/Entertainment Sponsor, Chile Chiquitos Kid’s Zone Sponsor, Chiles & Tchochkes Market Sponsor)* 10’ x 10’ booth space for face-to-face access to 7,000+ potential customers onsite. Logo/name exposure in related promotional materials including but not limited to event specific e-communication, press releases and social media messaging. Roosevelt Row e-newsletter sent to 7,250+ opt-in subscribers weekly, 12,250+ Roosevelt Row Facebook followers, 7,000+ Twitter followers, Inclusion on the Chile Pepper Festival page of the Roosevelt Row website, Inclusion on the Chile Pepper Festival website, and Brand included on signage for program area.

**Sustainability Sponsor** $2,500  
10’ x 10’ booth space for face-to-face access to 7,000+ potential customers onsite. Logo on the event websites. Mention in directed social media posts leading up to the event.

**Urban Advocate Sponsor** $1,000  
Logo on the event websites. Mention in directed social media posts leading up to the event.

**Friend of Chile Pepper Fest** $500  
Letter acknowledging your tax-deductible contribution. Acknowledgment on event websites and in the annual report.

**Chile Pepper Festival Sponsorship Form**

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

Name of Contact:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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

Phone Number:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Fax Number:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

\_\_\_\_\_\_\_ TITLE $25,000

\_\_\_\_\_\_\_ PRESENTING $10,000

\_\_\_\_\_\_\_ PROGRAM $5,000

\_\_\_\_\_\_\_ SUSTAINABILITY $2,500

\_\_\_\_\_\_\_ URBAN ADVOCATE $1,000

**\_\_\_\_\_\_\_ FRIEND OF CHILE PEPPER FEST $500**

**\_\_\_\_\_\_\_ OTHER (OR IN-KIND)** *ESTIMATED VALUE:* **\_\_\_\_\_\_\_\_**

Amount enclosed:\_\_\_\_\_\_\_\_\_\_\_\_\_ Please send an invoice \_\_\_\_\_

Please make checks payable to:

Roosevelt Row CDC

501 (c)(3) Tax I.D. # 20-5937475

**Return to:**

Roosevelt Row CDC / Growhouse

Chile Pepper Festival

922 N. 5th Street

Phoenix, Arizona 85004

Phone: (602) 885-6267

Kenny@rooseveltrow.org

**Chile Pepper Festival Sponsorship Agreement**

**General**. The Sponsor hereby agrees to sponsor the event CHILE PEPPER FESTIVAL described in the SPONSORSHIP PROPOSAL, a copy of which is attached hereto as Exhibit A and is incorporated herein by this reference. The Sponsor agrees to provide to CHILE PEPPER FESTIVAL the following in-kind services and/or pay the following fees:

**SPONSORSHIP - $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

In consideration therefore, CHILE PEPPER FESTIVAL shall provide Sponsor with the benefits described in the Proposal. CHILE PEPPER FESTIVAL may adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.

**Payment**. Cash payments are due as follows:  50% percent on or before September 15, 2017 and the balance due on or before September 28, 2018. Failure to pay fees when due may result in termination of this agreement. In-kind services shall be scheduled in writing by representatives of CHILE PEPPER FESTIVAL and Sponsor.

**Limitation of Sponsorship**. Unless otherwise provided, the cash or services and the Sponsor benefits described in this agreement are related solely to ROOSEVELT ROW CHILE PEPPER FESTIVAL to be held September 29, 2018. Assuming the Event is continued in 2019 the Sponsor shall have the first right of refusal to continue Sponsor's involvement in the Event on such terms as Sponsor and CHILE PEPPER FESTIVAL shall agree.

**License and Usage**. Sponsor hereby grants CHILE PEPPER FESTIVAL a limited, non-exclusive license to use Sponsor's trade names, trademarks, service marks and other proprietary information [the "Proprietary Information"] owned by the Sponsor. CHILE PEPPER FESTIVAL agrees that the Proprietary Information will be used only in connection with the 2018 Event to provide the benefits set forth in the Proposal and such other benefits as Sponsor and CHILE PEPPER FESTIVAL may agree.  CHILE PEPPER FESTIVAL's use of the Proprietary Information is subject to the approval of the Sponsor's designated representative; which approval will not be unreasonably withheld.

**Sponsor Understandings**. Sponsor understands as follows: the dollar values set forth in the Proposal are estimates are based upon general sponsorship information available to CHILE PEPPER FESTIVAL; the audience multiplier is based upon estimates of CHILE PEPPER FESTIVAL attendance and actual attendance figures may vary materially. No portion of the sponsorship cash payment or in-kind services are subject to being refunded for any reason except as provided herein. Sponsorships are not exclusive unless otherwise set forth in the Proposal.

**Termination**. CHILE PEPPER FESTIVAL may terminate this contract on 30 days written notice. In the event of termination for any reason other than failure to provide contracted fees or services, CHILE PEPPER FESTIVAL may substitute an event with equivalent benefits with the approval of the Sponsor or shall refund any cash fee received from Sponsor by CHILE PEPPER FESTIVAL Sponsor shall not terminate this agreement without the approval of CHILE PEPPER FESTIVAL.

**Amendments**. This agreement may be amended only by a written instrument executed by both parties.

**Miscellaneous**. This agreement is governed by Arizona state law and is binding upon all of the parties' successors and assigns.

Sponsor:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Event / Organizer:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

By:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Dated:\_\_\_\_\_\_\_\_ By:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Dated:\_\_\_\_\_\_\_\_