

City of Los Alamitos & Los Alamitos Area Chamber of Commerce

Winter Wonderland at the Plaza

Presented by: **ARROWHEAD**
PRODUCTS

Free admission to the event!

Santa's Village

Refreshments

Christmas Tree Lighting

Free Snow Play

Musical Entertainment

Canned Food Drive for Local Charities

Bring three canned goods to donate to the event



Yp
Young Professionals
Los Alamitos Area
Chamber of Commerce



Location:
ST. ISIDORE
HISTORICAL PLAZA
10961 Reagan Street

SPONSORSHIP OPPORTUNITIES



Saturday, December 3, 2016 • 4 p.m. to 7:30 p.m.

EVENT DETAILS & SPONSOR OPPORTUNITIES



Thank you for your interest in supporting the 5th Annual Winter Wonderland at the Plaza hosted by the Los Alamitos Area Chamber of Commerce and the City of Los Alamitos. This event is made possible by the continued support of the community and friends like you.

An estimated 4,000 community members attended this enchanting event last year with attractions including: various musical on-stage performances, a trackless train, arts and crafts, a tree lighting ceremony, a visit from Santa Claus, food trucks, and 25 tons of snow!

This free event is fully sponsored by the generosity of local companies and organizations for the community to enjoy.

All sponsors will be recognized through a variety of media and marketing to the community prior to and on the day of the event.

Below are the Sponsorship Opportunities that details the rewards you will be offered in exchange for your generous donation. **All proceeds from the event go directly to the event to allow us to continue hosting this FREE event for the community.**

Tangible benefits for sponsors for Winter Wonderland at the Plaza	TITLE SPONSOR \$15,000	PRESENT SPONSOR SOLD OUT! \$10,000	PLATINUM SPONSOR \$5,000	GOLD SPONSOR \$2,000	SILVER SPONSOR \$1,500	BRONZE SPONSOR \$1,000	COMMUNITY SPONSOR \$500
Company/Organization name in event title	❄️	❄️					
Includes name on four 8' banners displayed around town from Nov. 1-Dec. 3	❄️	❄️	❄️				
Individualized PA Announcements at Main Stage	❄️	❄️	❄️	❄️	❄️		
Recognition through press releases	❄️	❄️	❄️	❄️	❄️	❄️	❄️
Logo w/ hyperlink to company/organization website on City and Chamber websites	❄️	❄️	❄️	❄️	❄️	❄️	❄️
10' x 10' Premier Booth space w/ 6' table, 2 chairs & canopy	❄️	❄️	❄️	❄️	❄️	❄️	❄️
Custom banner with company/organization logo to be displayed at Main Stage	8'	6'	6'	4'	4'	2'	
	(Purchased by Event Organizers)		(Purchased by Company/Organization)				
Light Tree w/ City Council & Chamber Dignitaries	❄️	❄️					
"Front of the Line" passes for snow play area & Photos with Santa	❄️	❄️					
VIP Parking Spaces	15	10	5	2			
Dinners from event food trucks	15	10	5	2			

*\$1 Million General Liability Insurance required with Additional Insured Endorsement in favor of indemnified parties if your company is utilizing a booth space at the event may be required. Once confirmation is received, liability insurance instructions will be provided. A Certificate of Liability Insurance and Additional Insured Specific Endorsement naming the certificate holder must be submitted prior to event date, for the following certificate holder: City of Los Alamitos, and its officers, employees, agents and volunteers (10911 Oak St., Los Alamitos, CA 90720) and the Los Alamitos Area Chamber of Commerce and its officers, employees, agents and volunteers (3231 Katella Avenue, Los Alamitos, CA 90720).

The City of Los Alamitos reserves the right to approve the groups that want to have a booth at a City sponsored event to ensure that the services and merchandise offered are consistent with the family-oriented entertainment event. The City funds a portion of the costs for the event and State Law prohibits the City from expending funds to support a campaign. As a result, no booths supporting or opposing candidates for public office, ballot measures, or other election activities other than voter registration will be permitted. Location of booth space will be made at the discretion of the City of Los Alamitos. Because of aisle clearance requirements between booths and emergency vehicle lanes, vendors will not be allowed to extend their booth beyond the allotted space.

Contact:
City of Los Alamitos
Corey Lakin
Phone: (562) 430-1073 x 500
Fax: (562) 594-9657
Email: clakin@cityoflosalamitos.org

APPLICATION

Winter Wonderland at the Plaza

SPONSOR OPPORTUNITIES

**St. Isidore
Historical Plaza**
DECEMBER 3, 2016
4 p.m. to 7:30 p.m.

Company/Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

Email: _____ Fax: _____

I, the undersigned, represent the listed organization and do hereby agree to contribute the agreed upon dollar amount or in-kind donation and to participate in the aforementioned activity and further agree to indemnify, defend, and hold harmless the City of Los Alamitos, the Los Alamitos Area Chamber of Commerce, and the event sponsors or any other individuals or organizations associated with the above, and each of their officers, agents, or employees from any liability, claim, or action for damages resulting from or in any way arising out of, or in any way connected with participation in this activity. I further agree to abide by and enforce the rules and regulations of the City of Los Alamitos and the Los Alamitos Area Chamber of Commerce. My booth may be shut down by officials at anytime if they deem my product or marketing supplies to be unsuitable for the event participants or if they will cause damage or problems to the event location. I hereby certify that, on behalf of our organization, we shall be personally responsible for any damage or unnecessary abuse of booth, grounds, or equipment by our organization. I also grant my irrevocable right and permission with respect to photographs, videos, motion pictures, and/or sound recordings being taken of myself, my dependents, and/or my employees or volunteers.

Signature: _____ Date: _____

- Select one:
- Title Sponsor \$15,000
 - Presenting Sponsor \$10,000
 - Platinum Sponsor \$5,000
 - Gold Sponsor \$2,000
 - Silver Sponsor \$1,500
 - Bronze Sponsor \$1,000
 - Community Sponsor \$500

For more information on sponsorship opportunities, contact:
City of Los Alamitos
Corey Lakin, Director of Recreation & Community Services
Email: clakin@cityoflosalamitos.org
Phone: (562) 430-1073 x 500
Fax: (562) 594-9657

As part of my sponsorship, I will be taking advantage of the complimentary 10' x 10' booth. (1 canopy, 1 table, and 2 chairs included) (Requires \$1 Million General Liability Insurance with Endorsement. Details will be emailed once received.)

Item(s) at booth displaying/promoting: _____

Materials required for booth setup (not supplied): _____

My booth requires electricity and I am aware that it is my responsibility to provide my own generator.

I will provide my own canopy with logo imprinted and do not need a supplied canopy.

METHOD OF PAYMENT

Pay by check, money order, cash, MasterCard or Visa ONLY, payable to the City of Los Alamitos.

Mail payment and completed form to: City of Los Alamitos, 10911 Oak Street, Los Alamitos, CA 90720

Print Name: _____

Method of Payment (check one): Cash Money Order # _____ Check # _____ MasterCard Visa Discover

Card Number: _____ - _____ - _____ - _____ Exp. Date: ____ / ____

Signature for Credit Card: _____ Date: _____