

Sponsorship Form

6th Annual Poverty Bay Wine Festival Rotary Club of Des Moines Charity Event *Benefitting the local and worldwide projects of Rotary* **at Landmark on the Sound, March 5-7, 2010**

Sponsor Information

Name of Business: _____ Web Site: _____

Contact Name: _____ E-Mail Address: _____

Contact Phone: _____ Fax: _____

Address: _____ City: _____ Zip _____

Yes, I would like to be a sponsor of the **Poverty Bay Wine Festival**. Enclosed is my check to the **Rotary Club of Des Moines** for one of the following sponsorship levels:

_____	\$5,000	Event Partner
_____	\$2,500	Major Sponsor
_____	\$1,000	Community Sponsor
_____	\$100-500	Rotary Supporter

Yes, I would like to **to donate goods or services to the** Poverty Bay Wine Festival.

Description of goods or services: _____

Items are valued at: _____ Proposed sponsorship level: _____

Sorry, I am unable to participate in this year's event. Please accept my tax-deductible donation to the Rotary Club of Des Moines in support of its programs.

Amount enclosed: \$ _____

Payment: Total amount enclosed \$ _____

Please charge \$ _____ to my Visa _____ or Mastercard _____

Card number: _____ Exp. date: _____ billing zip code _____

X _____

**Please return this sponsorship form, no later than October 13, 2009, to:
Rotary Club of Des Moines, P.O. Box 98073 Des Moines, WA 98198-0073**

If you have questions please contact Wayne Corey at (206) 824-1066

The Rotary Club of Des Moines donates 100% of the net proceeds from the Wine Festival and its other fundraisers back into the community. We are able to do this because of our club's commitment to the Rotary motto of "service above self". Club member contributions, both volunteer and financial, cover all of the club's administration expenses.

Demographics

Our major media sponsor, 98.9 Smooth Jazz KWJZ, widely promotes the Poverty Bay Wine Festival through its large group of Smooth Jazz Club members, web site events calendar and numerous on-air public service announcements. This attracts wine enthusiasts from all over the region. Based on our previous festivals, the following snapshot of the 98.9 Smooth Jazz KWJZ listener audience is representative of our wine festival attendees:

175,762 are homeowners.

107,880 work in an executive, managerial, administrative or professional decision-making capacity.

159,610 are aged 21-54 (Seattle's average age is 40).

91,088 have an annual household income over \$75,000.

130,400 attended college.

103,163 have at least one child in the household.

185,738 have lived in current home two years or more.

The listener audience of 98.9 Smooth Jazz KWJZ consists of both men and women almost equally with nearly 30% between the ages of 45 and 54.

In 2009, the fifth year of our Rotary Club benefit, we had more than 1200 people attend the Wine Festival. The festival attendees purchased more than \$58,000 of wine, food and festival merchandise.

Information provided by 98.9 Smooth Jazz KWJZ. Source: March 2006-February 2007 Scarborough/Arbitron, Seattle-Tacoma Metro, Mon-Sun, 6A-12 Mid, Persons 18+ This information is subject to change.

Service Above Self

Rotary Club of Des Moines “Service Above Self”

The Rotary Club of Des Moines is an association of community leaders who are making our community and the world a better place to live, learn, work and play. Club members adhere to our motto, “Service Above Self; embrace the high ethical standards of Rotary International; advocate on behalf of children and the needy; support programs to eliminate polio and provide clean water worldwide; and offer assistance with educational and recreational projects in our community.

Your sponsorship of the Poverty Bay Wine Festival will directly support the Des Moines Rotary mission of making a lasting difference at home and abroad through service and financial support. In 2008-2009, the Rotary Club of Des Moines supported the following projects:

The Rotary Club of Des Moines supports education:

Dollars for Scholars	\$1,000.00
Highline Community College Foundation	\$2,500.00
Pacific Middle School - Afterschool Program	\$9,000.00
Dictionaries by the Dozens (giving a dictionary to every third grader in Des Moines)	\$5,000.00
Highline Schools Foundation for Excellence	\$1,500.00
Cle Gonsel Foundation Scholarships	\$2,000.00
Mini Grants to local schools	\$6,000.00

The Rotary Club of Des Moines supports community betterment:

Bike Helmet Program	\$500.00
Des Moines Food Bank	\$2,500.00
Fireworks Over Des Moines	\$2,500.00
Des Moines Park and Recreation Youth Scholarships	\$5,000.00
Des Moines Park and Recreation play field equipment	\$10,000.00
Rotary First Harvest Food Program	\$1,000.00
Mt. Rainier High School Track Project	\$1,000.00
House Painting and Yard Care Service Projects for the elderly	\$\$Priceless\$\$

The Rotary Club of Des Moines supports International Projects:

International Service Projects	\$8,000
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- Yhang Zou Sister City Project
- Rotary International Projects
- Pakistan Schools Project

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Advertising Plan

Major media sponsor, 98.9 Smooth Jazz KWJZ, provides:

On Air -

- Two weeks with 30-second live promotions distributed throughout the day inviting listeners to join us at the event.
- Twenty-five 30-second live promotions featuring give-aways 5 times (10 tickets) during "City Lights", Diana Rose's evening show.
- Ten 20-second live promotions on the Live Entertainment Calendar listing.

Electronic Media -

- Three weeks listed on the website with link to event website.

Mailings -

- 98.9 Smooth Jazz KWJZ March events promotion newsletter sent to 52,000 Smooth Jazz listeners.

On Site -

- On site presence with half day of on air host participation with station prizes and give-aways.

Print coverage -

Seattle Times - ad placement

- In *Food and Wine* section
- Friday entertainment section
- Sunday *Northwest Life* section
- 11x17 paper wrap to 8,000 homes
- Online "leaderboard" and "skyscraper" ads at SeattleTimes.com and SeattlePI.com
- mention in all press releases

Highline Times / Des Moines News

- Mention in feature article about the wine festival
- Ads in 1-2 editions
- Sponsor "thank you" ad following the event

Online -

- Promotional spots on at least four wine related websites
- Spot in Seattle Weekly events email blast
- Online presence on Rotary website
- Waterland Blog and sister sites
- Email marketing

Promotional fliers and posters -

Rack cards -

- 4,000 to be delivered to local businesses, hotels, restaurants, Rotary Clubs, etc.
- handed out to attendees at the event

Posters -

- 500 posters produced for display in local businesses.
- posters offered to attendees at the event

Sponsorship Levels

6th Annual Poverty Bay Wine Festival **Rotary Club of Des Moines Charity Event** *Benefitting the local and worldwide projects of Rotary* **at Landmark on the Sound, March 5-7, 2010**

SPONSORSHIP LEVELS

EVENT PARTNER - \$5,000

- a) Prominently listed with name and logo on all rack cards and posters
- b) Name and logo prominently featured in all paid advertisements
- c) Company name mentioned in all event correspondence
- d) Company logo on informational event banners
- e) Premier banner privileges at event
- f) 4x4 ad featured in Highline Times / Des Moines News promotional insert
- g) Premier booth space
- h) Two Poverty Bay Gala tickets* and twenty admissions to the wine festival
- i) Premier Wine Festival web site advertising with links
- j) Exclusivity for your industry
- k) Special radio advertising on 98.9 Smooth Jazz KWJZ
- l) VIP access to the Poverty Bay Wine Festival Hospitality Suite

MAJOR SPONSOR - \$2,500

- a) Prominently listed on all rack cards and posters
- b) Name listed in all paid advertising
- c) Company name mentioned in all event correspondence
- d) Banner privileges at event
- e) Ten admissions to the wine festival
- f) 2x4 ad featured in Highline Times / Des Moines News promotional insert
- g) Wine Festival web site advertising
- h) Special radio advertising on 98.9 Smooth Jazz KWJZ
- i) VIP access to the Poverty Bay Wine Festival Hospitality Suite

COMMUNITY SPONSOR - \$1,000

- a) Listed on all rack cards and posters
- b) Name listed in selected paid advertising
- c) Banner privileges at event
- d) Six admissions to the wine festival

ROTARY SUPPORTER - \$100 - \$500

- a) Listed on Club/Event website

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*The pre-event function will be a classy evening event held Friday, March 5, 2010 with fine wines, food and live music.

Wine Vendor Application

6th Annual Poverty Bay Wine Festival
Rotary Club of Des Moines Charity Event
Benefitting the local and worldwide projects of Rotary
at Landmark on the Sound, March 5-7, 2010

Wine Vendor Application

Name of Winery: _____ Web Site: _____

Contact Name: _____ E-Mail Address: _____

Contact Phone: _____ Fax: _____

Address: _____ City: _____ Zip _____

- Yes, I would like to be a wine vendor at the Poverty Bay Wine Festival. Enclosed is my check in the amount of \$300.00 to reserve a booth space. **I understand that I will be required to provide the Des Moines Rotary Club with a Certificate of Insurance prior to December 15, 2009.**

Payment: Total amount enclosed \$ _____

Please charge \$ _____ to my Visa _____ or Mastercard _____

Card number: _____ Exp. date: _____ billing zip code _____

X _____
Signature *Please print name as it appears on card*

Please return this wine vendor application no later than November 15, 2009 to:
Des Moines Rotary Club, P.O. Box 98073 Des Moines, WA 98198-0073.

If you have questions, please call Ric Jacobson at:
Ph: (206) 824-9462 Fax: (206) 824-0109 E-mail: CorkyCellars@aol.com

Food Vendor Application

6th Annual Poverty Bay Wine Festival
Rotary Club of Des Moines Charity Event
Benefitting the local and worldwide projects of Rotary
at Landmark on the Sound, March 5-7, 2010

Food Vendor Application

Name of Business: _____ Web Site: _____

Contact Name: _____ E-Mail Address: _____

Contact Phone: _____ Fax: _____

Address: _____ City: _____ Zip _____

Yes, I would like to be a food vendor at the **Poverty Bay Wine Festival**. Enclosed is my application to reserve a booth space. I understand that I will be required to provide the Des Moines Rotary Club with a Certificate of Insurance prior to December 15, 2009.

- Specialty Food Sponsors will be expected to provide free hors d'oeuvres (one to two ounce samples of their products).
- Specialty Food Sponsors that provide free samples will also be permitted to sell the same pre-packaged food items at the event for off-site consumption.

**Please return this food vendor application no later than October 13, 2009 to:
Des Moines Rotary Club, P.O. Box 98073 Des Moines, WA 98198-0073.**

**If you have questions please contact:
Dave Loft (206) 841-9669 or Tony Piasecki (206) 870-6550**

Vendor Information

VENDORS / SPECIALTY FOOD SPONSORS

All vendors will receive a booth with signage prepared by the Des Moines Rotary (all other booth decorations are the responsibility of the vendor).

Vendors are not allowed to drink wine during the event. A special vendor tasting will be held Saturday evening to allow vendors to sample other wines.

Event hours: Gala - Friday: 7:30 p.m. -10:30 p.m.; **Wine festival** - Saturday: 12:00 p.m. – 7:00 p.m. and Sunday: 12:00 p.m. – 5:00 p.m. Vendors must remain open for business during official event hours on Saturday and Sunday. Participation in Friday evening event is optional and may be limited. Please call for further details.

The venue will be open for **set-up at 3:00 p.m. on Friday; 9:00 a.m. on Saturday and Sunday** (booth set up must be completed no later than 11:30 a.m.) The auditorium will be secured at night and on site security will be present.

Rotary will provide garbage service and 110 electrical service to all booths.

SPECIALTY FOOD SPONSORS

Des Moines Rotary will provide required King County health permit for the event. Food sponsors shall be responsible for individual food handler permits.

Des Moines Rotary will provide sanitary hand washing facilities and specialty food sponsors will provide all food handling supplies required for the display and distribution of their product.

Specialty food sponsors will have exclusivity for their specialty type of product (all specialty food items shall be identified on the specialty food sponsor application and approved by Rotary). Non-specialty food items shall not have exclusivity.

Specialty food sponsors will be expected to provide free hors d'oeuvres size (one to two ounce) samples of their products.

Specialty food sponsors that provide free samples will also be permitted to sell the same pre-packaged food items at the event for off-site consumption.

WINE VENDORS

Under our liquor license we will be required to purchase all wine products whether used for tastings or sold for off site consumption prior to the start of the event.

Wine tastings will be controlled with tasting tokens. Token requirements will be based on the wine cost. All attendees will receive **ten** tasting tokens with admission. Additional tasting tokens will be sold at \$1.00 each.

Because the wine being poured for tastings is being purchased by the Rotary, wineries must agree to limit all pours to a one ounce tasting. The token requirements for the tastings are based on the cost of the wine to Rotary. If the one ounce rule is not followed, the charities supported by Des Moines Rotary are the ones who lose.

Wineries must provide Rotary with a list of the wines they will be featuring (including prices) at least three weeks prior to the event.