



## **SPONSORSHIP INFORMATION FOR COMMERCIAL VENDORS**

### **Fiesta Hermosa Labor Day 2008 Sponsorship Offer A Hermosa Beach Chamber of Commerce Event**

*Fiesta Hermosa* is arts and crafts fair in the heart of Hermosa Beach, and is now celebrating its 36th year. It attracts as many as 100,000 visitors over the three-day weekend of Labor Day, August 30, 31, and Sept. 1. The show's demographics are 21-59 M-F, in the upper middle class category.

As well as the popular *arts and crafts booths*, the festival offers a *petting zoo, kiddie carnival, beer and wine garden, restaurant cantina, and two sound stages where popular bands perform.* The hours are from 10 a.m. to 6 p.m. on all three days. The show is considered to be the largest arts and crafts show in Southern California.

Sponsored by the Hermosa Beach Chamber of Commerce and Visitors Bureau, the *Fiesta Hermosa* is open not only to artisans and local merchants, but also to local sponsorship by businesses. Sponsorship participation is available on four levels:

- |                     |   |
|---------------------|---|
| \$7,000 to \$16,000 | Space for large exhibits requiring special space (20' x 30' and 40' x 60')  |
| \$5,000             | Double Booths measuring 10' x 20' at the three intersections of Pier Avenue and Hermosa Avenue, at the Pier Head or upper Pier at the entrance to the show, or at the end caps of the Hermosa Avenue venue on 13 <sup>th</sup> or 10 <sup>th</sup> streets. |
| \$2,600             | A Single Booth measuring 10' x 10' at the intersections of Pier Avenue and Hermosa Avenue, at the Pier Head or upper Pier at the entrance to the show, or at the end caps of the Hermosa Avenue venue on 13 <sup>th</sup> or 10 <sup>th</sup> streets.      |
| \$1,600             | A Single Booth measuring 10' x 10' along the venue on Hermosa Avenue between 13 <sup>th</sup> and 10 <sup>th</sup> streets or on upper Pier Avenue between Palm and Monterey.   |

In the past, *Fiesta Hermosa* has had sponsors in the categories of automobiles, telephone and cable/satellite TV companies, fast food companies and soft drinks, modeling agencies, newspapers, insurance agencies, home remodelers, and manufacturers of goods and services.

*Shouldn't you consider becoming a sponsor this Labor Day 2008? An Application Form follows this information. For more specific inquiries, please contact:*

Carla Merriman  
Executive Director  
Hermosa Beach Chamber of Commerce  
310/ 376-0951

*For more information, check our website at [www.FiestaHermosa.com](http://www.FiestaHermosa.com)*

**See next page for an application form**



## Application Form

# Fiesta Hermosa – Labor Day 2008 Commercial Exhibitors August 30, 31 and Sept. 1

### *A Hermosa Beach Chamber of Commerce Event*

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

Email address: \_\_\_\_\_ Cell: \_\_\_\_\_

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

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

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

Name of on-site supervisor \_\_\_\_\_ Cell: \_\_\_\_\_

#### **Sponsorship Level:**

- \$ 1,600 10' X 10' booth space within the venue
- \$ 2,600 10' X 10' booth space at a corner
- \$ 5,000 10' X 20' booth space at a corner
- Special Sponsorship - \$ 7,000 to \$ 15,000 to be negotiated for larger spaces

#### **Equipment Required:** Please check off needed items.

- one 10' x 10' canopy
- 10' x 20' canopy (\$5,000 level only)
- One 2' x 6' table + table cover. A second table and cover is a \$40 extra charge.
- two folding chairs
- electricity – include a \$50 fee
- check this box if you plan to gather a mailing list from fairgoers
- \$500 clean-up fee for sponsors with giveaway items or sampling 3 ounce drinks
- \$1,000 clean-up fee for sponsor giveaways of full cans of drinks

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

***Payment should be made to the Hermosa Beach Chamber of Commerce,  
1007 Hermosa Avenue, Hermosa Beach, California 90254.***

***We accept only Company Checks, Money Orders, and Cashier's Checks. Payment in Full must be received no later than 30 days prior to the event (July 30, 2008).***

Application does not ensure placement. Sponsorship spaces are limited. No refunds for inclement weather or acts of nature. Our next show will be Memorial Day Weekend, 2009. Sponsorships for each Fiesta Hermosa are sold separately. No discounts for multiple shows. No refunds will be made after July 30, 2008. The Chamber is not responsible for lost or stolen property. You must provide your own insurance for \$2 million.

Visit [www.FiestaHermosa.com](http://www.FiestaHermosa.com) for more information about the festival.