

**OPEN REGISTRATION WED., AUG. 17**

# A Taste of Santa Cruz • 2017

**Sponsorships Available Immediately!**



Thank you for your interest in sponsoring the 13th Annual "A Taste of Santa Cruz."

The fundraiser will be held from 5:30–9:00 pm on Thursday, November 9th at the Museum of Art and History in Santa Cruz. We expect over 500 attendees at this year's event from both the real estate community and the general public.

All sponsorships are considered a donation to the Santa Cruz County Association of REALTORS® Housing Foundation, a 501c(3) organization. Your support of the Housing Foundation enables us to continue offering our Closing Cost Assistance Grant Program to first-time, low-income homebuyers in Santa Cruz County.

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## Contact Information

For Sponsorship Information Contact:  
**Suzanne Schmidt** / (831) 419-5956 / [suzannes@ortc.com](mailto:suzannes@ortc.com)

For Restaurant Information Contact:  
**Shelly Vomvolakis** / (831) 212-0229 / [shelly.vomvolakis@bankofthewest.com](mailto:shelly.vomvolakis@bankofthewest.com)

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❖ All packages are first-come, first-served. Sign up soon!

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## **\$850 Atrium Sponsor Package** (Limited to 6)

### **Package Includes:**

- ❖ Two complimentary VIP tickets which allow attendees to arrive early at 5pm for entry to our exclusive chance to “Skip the Line and Drink More Wine” and enjoy the exhibits before the crowds arrive.
- ❖ Choice of 8’ x 10’ booth with electricity within the Museum of Art History.
- ❖ Company name and logo/personal branding appears on large screen presentation at event; promotional fliers and posters distributed and hung in Santa Cruz area real estate offices, restaurants, and other public areas as well as social media.
- ❖ Company name appears on A Taste of Santa Cruz website as Atrium Sponsor and mentioned in thank you posts on the event’s social media pages including Facebook, Instagram and Twitter.
- ❖ Company is invited to create a one-minute promo “We Support The Housing Foundation” video for posting on SCCAR Foundation and ATOSC social media channels.
- ❖ Company name and logo/personal branding appear on ads that appear in *Good Times*, *The Sentinel* and other promotional outlets.
- ❖ Company name appears on event signage throughout event space.
- ❖ Company receives recognition in event articles in the SCCAR online newsletters in September/October and November/December issues.
- ❖ Company name and logo/personal branding appears prominently in event program.

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## **\$650 Auditorium and Gallery Sponsor Package**

Limited to 6 (Auditorium) • Limited to 4 (Gallery)

### **Package Includes:**

- ❖ Second choice of 8' x 8' booth space with electricity within the Museum.
- ❖ Company name appears on all event marketing materials as sponsor including promotional fliers and posters distributed and hung in Santa Cruz area real estate offices, restaurants and other public areas.
- ❖ Company name appears on ATOSC website as Auditorium sponsor and mentioned in thank you posts on the event's social media including Facebook, Instagram and Twitter.
- ❖ Company name to appear on ads that appear in *Good Times*, *The Sentinel* and other promotional outlets.
- ❖ Company receives recognition in event articles in the SCCAR online newsletter in September/October and November/December.
- ❖ Company name appears on event signage and program throughout the event space.

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## **\$500 In-Kind Sponsorship**

- ❖ Company receives recognition in event articles in the SCCAR online newsletter in September/October and November/December.
- ❖ Company name appears on ATOSC website as In-Kind sponsor and is mentioned in thank you posts on our ATOSC Facebook page.
- ❖ Company name appears on event flier, poster and program.

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## **Booth Sponsor Agreement Information and Sign-Up Form**

All Booth Sponsors agree to provide at least 500 bites or tastes of their wares per booth, to be sampled by an estimated 500 attendees. Restaurant Booth Sponsors agree to provide a gift certificate for event raffle.

All restaurants, wineries and breweries are to be approved by the ATOSC committee BEFORE they are contacted by the sponsor.

All booths and food setup must be completed by 5 p.m. as the service doors will be locked after 5 p.m. Booths must remain set up until event closes at 9:00 p.m.

The name of your participating restaurant/caterer/winery, etc. will appear on community posters, advertising, on the ATOSC website and SCCAR online newsletter; consequently, the name must be given to SCCARHF by September 1st to ensure promotional placement on all collateral materials. We cannot guarantee promotion of your restaurant after that deadline.

Each booth includes a draped 6-foot table with electricity. Booth sponsors receive two passes for entry (Atrium sponsors receive two VIP passes.) Comp codes will be sent to sponsors for tickets via EventBrite. Restaurant personnel will receive two passes to be used for staffing the booth during the event. These are allocated on event day during setup. Any other booth personnel, whether associated with sponsor or restaurant, must purchase event tickets. All signage is provided by each sponsor. Food must be provided by a licensed caterer/restaurant and/or be prepared in a certified facility. No hard alcohol is allowed. Wine tastings, breweries and beer must be accompanied by a substantial food offering. All vendors must be pre-approved by ATOSC Committee.

Complete the form(s) on the following pages and return to us via mail, fax, or email (scan or take picture) to SCCARHF 2525 Main Street, Soquel, CA 95073 • Phone: (831) 464-2000  
Fax: (831) 464-2881 • [info@sccarhf.org](mailto:info@sccarhf.org) • Please make checks payable to SCCARHF.



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Please choose a sponsorship level:

- Atrium (\$850)
- Auditorium and Gallery (\$650)
- In-Kind (\$500)

<b>SCCARHF Use Only</b>	
Booth #	_____
Date Rec'd	_____
Entered in Database	<input type="checkbox"/>

**ALL BOOTH SPONSORSHIPS ARE NON-REFUNDABLE**

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## **FOOD DETAILS**

Name of Restaurant/Caterer: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

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

Food Description: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

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## **BOOTH DETAILS**

Company Sponsoring Booth: \_\_\_\_\_ Booth #: \_\_\_\_\_

I \_\_\_\_\_ agree to indemnify and hold harmless the Museum of Art and History, SCCAR, and all sponsoring businesses and their management for any and all matters arising from the "A Taste of Santa Cruz" on November 9, 2017.

Authorized Signature: \_\_\_\_\_

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## AUTHORIZATION FOR CREDIT CARD PAYMENT

I, \_\_\_\_\_, hereby authorize the Santa Cruz County Association of REALTORS® Housing Foundation to charge my credit card as per the details indicated below.

Visa

MasterCard

Amex

Amount to be charged \_\_\_\_\_

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ / \_\_\_\_\_ CVC # \_\_\_\_\_  
(month/year)

Credit Card Billing Address:

Street \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Purpose of Charge: \_\_\_\_\_

Name as shown on Card: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Contact Phone Number ( ) \_\_\_\_\_ - \_\_\_\_\_

Complete and return forms via mail, fax, or email (scan or take picture) to SCCARHF  
2525 Main Street, Soquel, CA 95073 • Phone: (831) 464-2000 • Fax: (831) 464-2881  
Email: info@sccarhf.org. • Please make checks payable to SCCARHF.