



SPICE OF LIFE

MULTI-CULTURAL FESTIVAL ~ OCTOBER 3, 2009

10 AM TO 6 PM ~ "CIVIC CENTER" VICTORVILLE, CALIFORNIA

EVENT SUMMARY	EVENT DESCRIPTION	MARKETING PLAN
<p>Mission Statement The City of Victorville recognizes its community is comprised of a rich and culturally diverse population.</p> <p>Spice of Life is designed to celebrate and embrace the various cultures that exist side by side in the community through a one-day event at the Victorville "Civic Center."</p> <p>Event Objectives</p> <ul style="list-style-type: none"> To annually bring together the community to recognize the cultural differences and celebrate the unity of the entire community. To foster greater tolerance within Victorville and the Victor Valley. To work closely with the local school districts to develop a companion curriculum focusing on cultural diversity to coincide with the event. To offer all High Desert residents an opportunity to proudly share their culture with the community at large. <p>Event Committee Goals:</p> <ul style="list-style-type: none"> Provide quality entertainment and vendors at the event. Secure a number of sponsors to help offset the event costs. Establish & maintain a culturally diverse committee to help develop and promote the event. Recruit volunteers for event support Attract a diverse crowd, which represents various age groups and ethnicities, in excess of 15,000, to the event. 	<p>Overview A one-day multi-cultural celebration featuring music, dance, food and arts and crafts from around the world.</p> <p>Event Specifics</p> <ul style="list-style-type: none"> Date: Saturday, October 3, 2009 Time: 10 AM to 6PM Location: Civic Center 14343 Civic Dr., Victorville <p>Event Activities</p> <ul style="list-style-type: none"> Live Music Dance Food Booths Demonstrations Craft & Memorabilia Booths Education Booths Area Service Club Booths Custom Car Exhibit Children's Activities <div data-bbox="662 1199 946 1850" data-label="Image" style="text-align: center;"> </div>	<p>Advertising</p> <p>Print The Spice of Life Committee will advertise the event through both paid advertising and trade-out packages with the print media. In addition to local media, the City will place a special focus on minority publications including.</p> <p>Electronic The Spice of Life Committee will advertise the event through both paid advertising and trade-out packages with the electronic media.</p> <p>Direct Mail—The City of Victorville sends out a Recreation brochure (distribution of 37,000 households). The event will be advertised in this publication. Additionally, major employers will be provided information to place in employee newsletters.</p> <p>Media Print/Electronic -The Spice of Life Committee will send out news releases to all major newspapers and radio stations, and Ads will run on Charter TV.</p> <p>Banners The Spice of Life Committee will purchase banners to place around the Civic Center, the site of the event, to help advertise the event.</p> <p>Internet The Spice of Life Committee will post information to its Website, and work with area Chambers Of Commerce to establish links to other sites and internet news media.</p> <p>Signage Temporary signs will be erected throughout the community at strategic intersections.</p>



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<p align="center"><u>Platinum Sponsor: \$7,500</u></p> <ul style="list-style-type: none"> Listed as a lead sponsor of the event Listed in numerous printed materials & event program Listed in TV & radio commercials Name printed on event banners Verbal recognition by the event emcee Free Vendor booth (<i>must fill out Vendor Application</i>) 	<p align="center"><u>Gold Sponsors: \$5,000</u></p> <ul style="list-style-type: none"> Listed in numerous printed materials & event program Listed in TV & radio commercials Name printed on event banners Verbal recognition by the event emcee Free Vendor booth (<i>must fill out Vendor Application</i>)
<p align="center"><u>Silver Sponsors: \$2,500</u></p> <ul style="list-style-type: none"> Listed in numerous printed materials & event program Listed in TV & radio commercials Name printed on event banners Verbal recognition by the event emcee Free Vendor booth (<i>must fill out Vendor Application</i>) 	<p align="center"><u>Bronze Sponsors: \$1,000</u></p> <ul style="list-style-type: none"> Listed in large advertisements at the event Listed in numerous printed materials & event program Name printed on event banners Verbal recognition by the event emcee Free Vendor booth (<i>must fill out Vendor Application</i>)
<p align="center"><u>Patron Sponsors: \$500</u></p> <ul style="list-style-type: none"> Verbal recognition by the event emcee 	<p align="center"><u>Friend Sponsors: \$100</u></p> <ul style="list-style-type: none"> Verbal recognition by the event emcee
<p align="center"><u>Main Stage Sponsor: \$3000</u></p> <ul style="list-style-type: none"> Your banner displayed on stage during event Listed in numerous printed materials & event program Listed in TV & radio commercials Name printed on event banners Verbal recognition by the event emcee Free Vendor booth (<i>must fill out Vendor Application</i>) 	<p align="center"><u>Secondary Stage Sponsor: \$2000</u></p> <ul style="list-style-type: none"> Your banner displayed on stage during event Listed in numerous printed materials & event program Listed in TV & radio commercials Name printed on event banners Verbal recognition by the event emcee Free Vendor booth (<i>must fill out Vendor Application</i>)
<p align="center"><u>Food Court Sponsor: \$1500</u></p> <ul style="list-style-type: none"> Your banner displayed at Food Court during event Listed in numerous printed materials & event program Name printed on event banners Verbal recognition by the event emcee Free Vendor booth (<i>must fill out Vendor Application</i>) 	<p align="center"><u>Kid Zone Sponsor: \$2000</u></p> <ul style="list-style-type: none"> Your banner displayed at Kid Zone during event Listed in numerous printed materials & event program Name printed on event banners Verbal recognition by the event emcee Free Vendor booth (<i>must fill out Vendor Application</i>)

NOTE: All sponsorship recognition is dependent on when the application/check is received at City Hall, and the size of the printed material. Only the Logos for the event's Presenting Partners will be displayed.

----- DETACH FORM HERE -----

2009 SPONSORSHIP APPLICATION

Business Name:	Sponsor Package Selection:	Payment Check Number: _____ Amount: _____
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Contact Name:	Signature:
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Address:	City:	Zip
Phone:	Fax:	Email:

Makes checks payable to Spice of Life Fed ID: 95-223591

Mail Check and Sponsorship Application To:

"Spice of Life"
c/o City of Victorville
P.O. Box 50001
Victorville, CA 92393-5001

For additional sponsorship information, contact the City of Victorville at (760) 955-5263



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2009 FOOD/RESALE MERCHANDISE VENDOR APPLICATION

Merchandise & Small /Food Cart\$125 (if received by July 1) \$150 (if received by Aug. 1) \$175 (if received by Sept 15)
 10' x 10" Space in Event Areas

Food Vendors..... \$300 (if received by July 1) \$350 (if received by Aug. 1) \$375 (if received by Sept 15)
 20' x 10' Space in Food Court Areas

Non-Profit Organizations..... \$ 50 (if received by July 1) \$ 75 (if received by Aug. 1) \$100 (if received by Sept 15)
 10' x 10' Space in Event Areas

↪ **DEADLINE for SUBMITTING APPLICATIONS is SEPTEMBER 15**

Carefully read all of the following Requirements

FOOD VENDORS: Food vendors shall meet San Bernardino County Health Requirements for event area. Health Permits can be obtained from the County Environmental Health Services Division located at 15505 Civic Drive, Victorville (760) 243-3773. Health Permit **MUST** be submitted **2 weeks prior** to the event, and be displayed in vendor areas during the event.

MERCHANDISE VENDORS: A copy of current Seller's permit **MUST** accompany your application when submitted.

ALL VENDORS: All Vendors must supply their own booths, tents, canopies, chairs, tables, business banners or signs, utensils, equipment, and 50' heavy duty outdoor electric cords and connector strips, as needed. Due to Hi Desert winds, all tents, canopies, shade umbrellas **must be properly weighted** at each support pole with 10lb. water buckets or sand bags.

Note: Electric power is not readily available and must be requested at time of application.

Space is on a first come - first served basis for event location choice. The committee may change location as necessary. When available, multiple and / or adjoining vendor spaces may be purchased. **NO REFUNDS** will be given.

SET UP AND TEAR DOWN: Set up begins at 7:00 am. All setups to be completed and any vehicles removed from the vendor event areas by 9:00 am. ***All booths must remain up and vendors remain at the event until closing time at 6:00 pm.

----- -DETACH FORM HERE - -----

Name of Organization or Individual: _____

Mailing Address: _____ Representative: _____

Phone: Day _____ Phone: Evening _____ Email: _____

Food Merchandise Non-Profit _____ Multiple Spaces (give number of requested spaces)

FOOD VENDOR: Description of food and prices: _____

Electricity needed? Yes No Space Size: 10 x 10 20 x 10 Other _____

List type of appliance(s) to be plugged in: Appliance _____ Amp Wattage _____

Appliance _____ Amp Wattage _____

PLEASE DO NOT BRING ADDITIONAL APPLICANCES DAY OF EVENT – YOU WILL NOT BE PERMITTED TO USE THEM

RESALE MERCHANDISE: Description of sale items: _____

Makes all checks payable to Spice of Life

Mail check and Vendor Application form to:

Spice of Life c/o HDHCC
15450 W. Sand St., Suite 108
Victorville, Ca 92392

Please review fee dates and Deadline date listed above. * DO NOT SEND CASH *****

For additional vendor information, contact the Hispanic Chamber of Commerce (760) 241-6661