



California Honey Festival

405 Main St.

Woodland CA 95695

530-668-8839

Dear Community Member,

We're very excited to announce that Woodland will be hosting its very first California Honey Festival on Saturday, May 6th, 2017! This family friendly festival will feature delicious food, incredible entertainment, mead makers, bee experts, honey contests and more. Co-Sponsored by the world renowned Honey and Pollination Center at the Robert Mondavi Institute for Wine and Food Science, UC Davis, this festival has something for everyone.

Why host a California Honey Festival in Woodland?

Woodland is the portal of pollination services offered to the farmers of the \$21.6 billion California specialty crops industry. Over a million hives pass through town on their way to servicing the great crop regions of California. Yolo County is a hub of entomological research investigating the reasons and treatments of the collective vectors commonly referred to as 'colony collapse disorder'.

Without the support of honey bees, California would suddenly be short a staggering \$15 billion in available crops. The work of the humble honey bee affects us all and is worthy of celebration!

On Saturday May 6th, 2017, the California Honey Festival will take over Downtown Woodland, covering a 5 block stretch and bringing thousands of new visitors to this historic town. We invite you to support us for a day of bee-themed fun!

In order to make this festival a truly extraordinary immersive honey learning experience for the thousands we hope will attend, we need your help! It requires the work of many volunteers and financial contributions from people like you who care about honey bees, pollination and honey.

If honey bees are important to you, then we ask for your support of this ground breaking event.

Your contribution will help us reach beyond the festival, benefitting select bee & pollinator non-profits doing the hard work of research and education to ensure bee health worldwide.

- Select a level of sponsorship that works for you or your organization.
- Detailed information is attached
- Have a great idea – we'd love to help craft a unique sponsorship just for you.

Each of our sponsors is invited to the 'V.I.B.' event the night before the festival - a unique honey-themed culinary experience you don't want to miss.

Bee one of the first to sponsor the California Honey Festival and celebrate all things honey, the work of honey bees and beekeepers and their importance to our agricultural heritage. It promises to be a very sweet time!

Sincerely,

California Honey Festival Team

P.S.- Don't forget to join us for a very special Sponsors Only 'V.I.B' Reception for a one of a kind culinary adventure in Honey. This event is to honor the contributions of our sponsors and kick-start the festival! Attached please find important information on how you too can be a valued sponsor of the California Honey Festival!



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Royal Hive Sponsorship - Minimum commitment \$20,000

Program Book: Full Page Ad - Back Cover Position, Listing on Sponsor Thank-you Page.

Newspaper Promotion: Sponsor Acknowledgment on all California Honey Festival ads

Internet: Sponsor listing with logo on Festival website with link to sponsor website

Facebook: Sponsor highlights on California Honey Festival and Visit Woodland FB Page

Signage: Name/Logo On Main Street Banner and Billboards

T-shirt: Sponsor logo on Festival Staff T-Shirts

Booth Space: Complimentary 10x10 Reserved Booth Space for Promotional Display

Tickets: 4 Tickets to VIB event. 2 Tickets to Bee Symposium

Queen Bee - Minimum Commitment \$15,000

Program Book: Full Page Ad - Premium Placement, Listing on Sponsor Thank-you Page

Newspaper Promotion: Sponsor Acknowledgment on all California Honey Festival ads

Internet: Sponsor listing with logo on Festival website with link to sponsor website

Facebook: Sponsor highlights on California Honey Festival and Visit Woodland FB Page

Signage: Name/Logo On Main Street Banner

T-shirt: Sponsor logo on Festival Staff T-Shirts

Booth Space: Complimentary 10x10 Reserved Booth Space for Promotional Display

Tickets: 3 Tickets to VIB event. 2 Tickets to Bee Symposium

Worker Bee - Minimum Commitment \$10,000

Program Book: Half Page Ad, Listing on Sponsor Thank-you Page

Newspaper Promotion: Sponsor Acknowledgment on all California Honey Festival ads

Internet: Sponsor listing with logo on Festival website with link to sponsor website

Facebook: Sponsor highlights on California Honey Festival and Visit Woodland FB Page

Signage: One Sponsor-supplied sign/banner with name and/or logo at Festival Entrance

T-shirt: Sponsor logo on Festival Staff T-Shirts

Booth Space: Complimentary 10x10 Reserved Booth Space for Promotional Display

Tickets: 2 Tickets to VIB event.



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Bee Hive - Minimum Commitment \$5000

Program Book: Half Page Ad, Listing on Sponsor Thank-you Page

Newspaper Promotion: Sponsor Acknowledgment on all California Honey Festival ads

Internet: Sponsor listing with logo on Festival website with link to sponsor website

Facebook: Sponsor highlights on California Honey Festival and Visit Woodland FB Page

Signage: One Sponsor-supplied sign/banner with name and/or logo at Festival Entrance

T-shirt: Sponsor logo on Festival Staff T-Shirts

Booth Space: Complimentary 10x10 Reserved Booth Space for Promotional Display

Tickets: 2 Tickets to VIB event.

Beekeeper - Minimum Commitment \$2,500

Program Book: Ad Listing on Sponsor Thank-you Page

Newspaper Promotion: Sponsor Acknowledgment on all California Honey Festival ads

Internet: Sponsor listing with logo on Festival website with link to sponsor website

Facebook: Sponsor highlights on California Honey Festival and Visit Woodland FB Page

Signage: One Sponsor-supplied sign/banner with name and/or logo at Festival Entrance

T-shirt: Sponsor logo on Festival Staff T-Shirt

Booth Space: Complimentary 10x10 Reserved Booth Space for Promotional Display

Tickets: 2 Tickets to VIB event.

Nectar Collector - Minimum Commitment \$1000

Program Book: Ad Listing on Sponsor Thank-you Page

Newspaper Promotion: Sponsor Acknowledgment on all California Honey Festival ads

Internet: Sponsor listing with logo on Festival website with link to sponsor website

Facebook: Sponsor highlights on California Honey Festival website event page

Ticket: 1 Ticket to VIB event.

Buzz - Minimum Commitment \$500

Program Book: Listing on Sponsor Thank-you Page

Internet: Sponsor listing with logo on Festival website with link to sponsor website

Facebook: Sponsor highlights on California Honey Festival and Visit Woodland FB Page



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Honey Festival Sponsorship Form

Sponsor/Company Name: _____

Contact Person: _____ Contact Phone: _____

Contact Email: _____

Mailing Address: _____

Physical Address (if different): _____

(Please Print)

Yes! I want to support honey bees and the California Honey Festival at this level:

- Royal Hive (\$20,000)
- Queen Bee (15,000)
- Pollinator (\$10,000)
- Hive (\$5,000)
- Beekeeper (\$2,500)
- Nectar (\$1,000)
- Buzz (\$500)
- Bee Buddy (\$250)
- Honey Lover (\$ _____)

Payment Method

Enclosed is my check for: _____

****Please send this form plus your check back in the enclosed envelope****

When we receive your check, we will send you a W-9 with a receipt and donation letter for your records.

Sponsor Details

To help us make sure we promote your company and highlight your contribution correctly, please include any brochures or website links you would like us to feature.

Someone will contact you directly for a digital file of your logo and more information to include at your level of sponsorship.

****Please send this form plus your check back in the enclosed envelope**