

Help celebrate our 23rd year!

March 10, 2011

Dear Community Leader,

The Huntington Beach Council on Aging (HBCOA) is proud to announce its 23rd annual "Senior Saturday Community Festival" to be held at beautiful Pier Plaza in downtown Huntington Beach, on **Saturday, September 10, 2011**, from 9 a.m. to 2 p.m.

With an estimated 10,000 people visiting Pier Plaza every Saturday, thousands of people attend our event and take away valuable information on products and services specifically geared to the Baby Boomers as well as the older adult population. Seniors and their families enjoy the morning and afternoon together amid a festive atmosphere of entertainment, food and special attractions.

The Senior Saturday Community Festival is an outstanding venue for our new and established businesses to reach the new Baby Boomers, seniors, their friends and family, beach goers, and the general public. And the best part is that the money we raise goes right back into needed senior services, such as transportation for Huntington Beach seniors, in-home assistance, and much more. What better way to help your community while generating new business for yourself or your organization!

Sponsorship opportunities start as low as \$350, and most of your cost can be offset, because HBCOA is a non-profit corporation under Section 501(c)(3) of the Internal Revenue Code. Our federal tax I.D. number is 51-0179431. In keeping with our partnership over the years, **we have not increased our fees!**

Once again we will have preferred location options, and incentives for attendees to visit more booths, such as our "Senior Saturday Opportunity Drawing" for participants who collect a minimum number of booth stamps to win prizes.

Attached for your convenience is a registration form and information about sponsorship entitlements. *We have a **"First Come - First Served"** policy, so early registration is suggested to help ensure your preferred booth location. **Booths for this event have sold out for the past eight years.*** The deadline to register is July 29th, 2011.

For more information, please call Chris Slama at Michael E. Rodgers Seniors' Center, (714) 374-1710.

Sincerely,

Judy Ann Morris
President,
Huntington Beach Council on Aging

Huntington Beach Council on Aging
Senior Saturday Community Festival 2011
Sponsorship Registration Form

Company identity sign should read as follows (PRINT): _____

Contact person(s): 1] _____ 2] _____

Address: _____ City _____

Zip: _____ Phone: _____ E-mail _____

The following goods and/or services will be displayed*: _____

Please mark the box adjacent to your desired sponsorship level (see attachment for entitlements).

Bronze Sponsor (\$350)

Gold Sponsor (\$1500)

Silver Sponsor (\$800)

Platinum Sponsor (\$2500)

Electrical outlet requested*? Yes _____ No _____

List all items requiring power: _____

Mark your preferred booth location (see map on reverse) **Area A** **Area B** **Area C**

(Booth assignment preference will be given to Platinum, Gold and Silver sponsors accordingly, and may be based on the postmark date of your sponsorship application. No guarantees are made to placement at the event. HBCOA reserves the right of assignment of all booths)

Total amount enclosed: \$ _____ Huntington Beach Council on Aging tax ID # 51-0179431

Check # _____ Please make all checks payable to **Huntington Beach Council on Aging**.

Visa MC _____ - _____ - _____ - _____ Exp: ____ / ____

Authorized Signature _____

Non-profit sponsorship booths may be available to a limited number of local organizations. Call for details.

For more information, contact Chris Slama at Michael E. Rodgers Seniors' Center, (714) 374-1710.

Send completed application to:

Huntington Beach Council on Aging
Senior Saturday Community Festival
1706 Orange Avenue
Huntington Beach, CA 92648
Fax: (714) 374-1543

Area C

Area B

Area A

PACIFIC COAST HIGHWAY

Shuttle
Unloading
Area



Stage

Plaza Level

Food Court

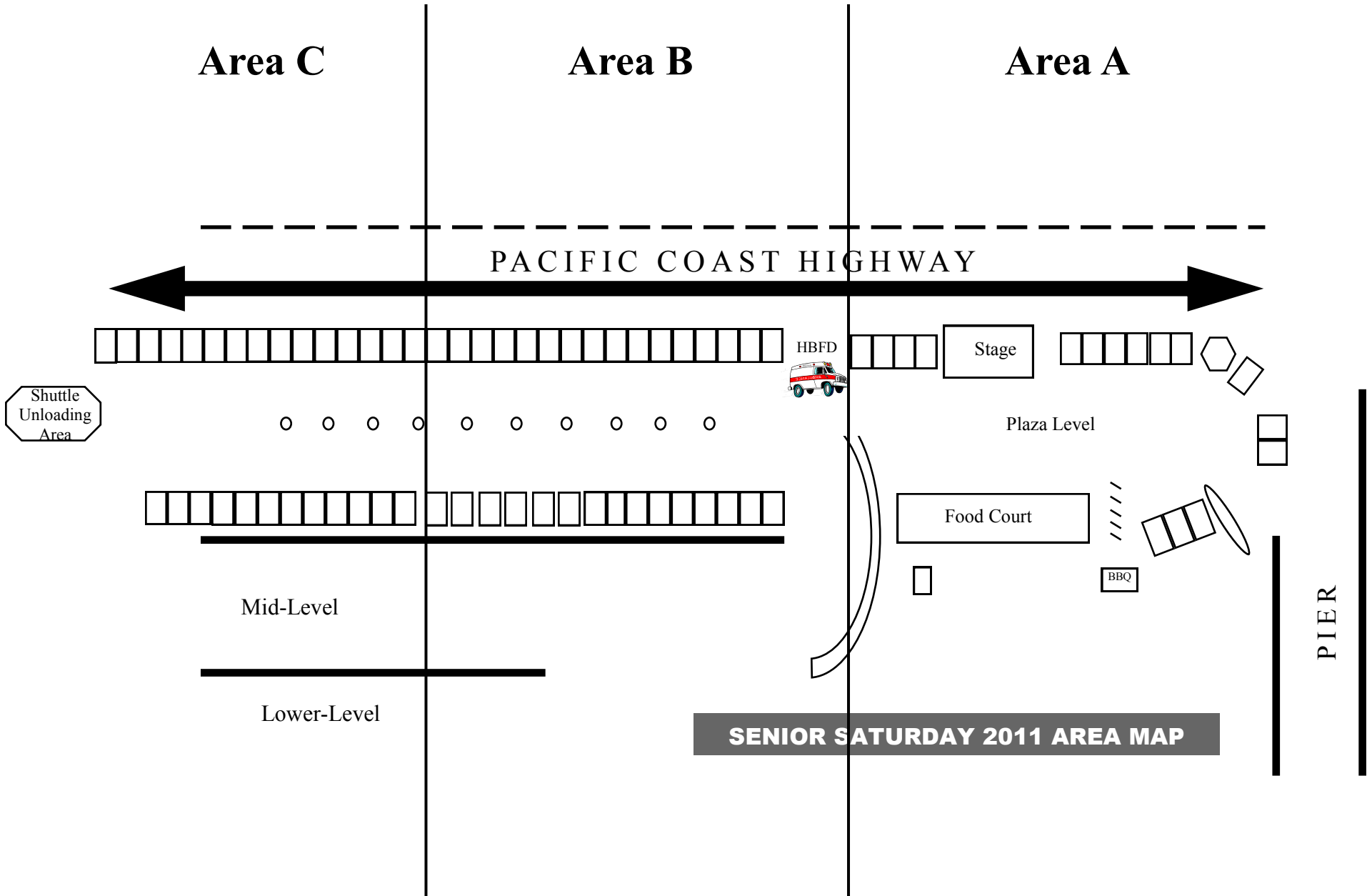
BBQ

PIER

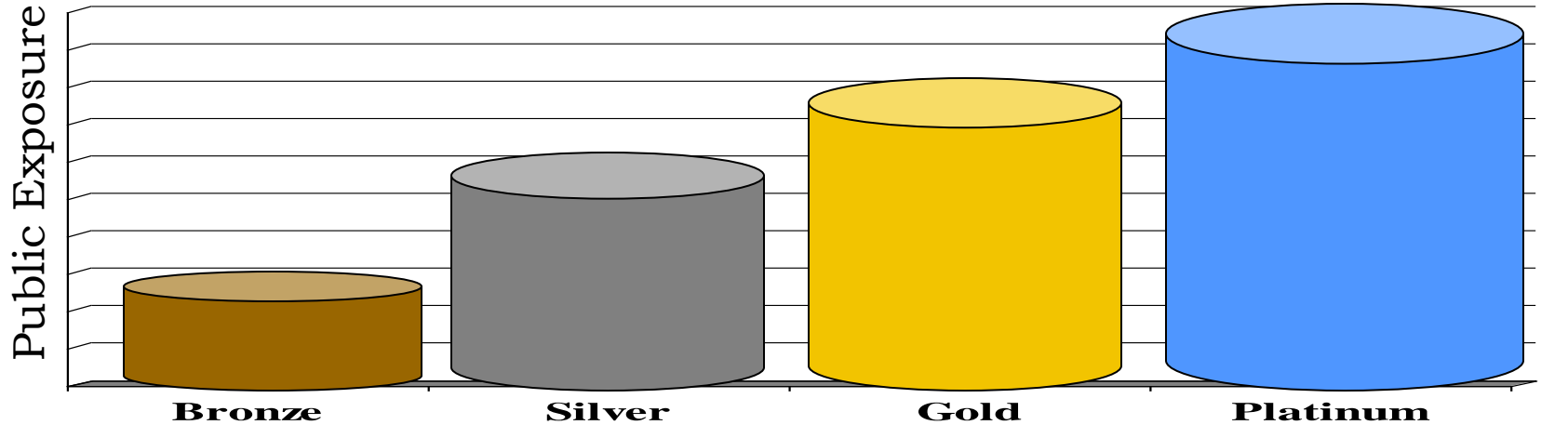
Mid-Level

Lower-Level

SENIOR SATURDAY 2011 AREA MAP



Senior Saturday Sponsorship Levels



Bronze

- Business card size advertisement in event program.

Silver

- Quarter page Ad in event program.
- Company logo displayed on Silver Sponsor Banner.
- Company logo on event flyer and program cover
- Announcement of sponsorship during event.
- Link to your Website from the HBCOA Website for six months.

Gold

- Half page Ad in event program.
- Company logo displayed on Gold Sponsor Banner.
- Company Banner on the entertainment stage.
- Company logo on event flyer and program cover
- Announcement of sponsorship during event.
- Link to your Website from the HBCOA Website for six months.
- A total of two 8' tables with four chairs.
- One preferred parking space at Pier Plaza.
- Hospitality Basket of breakfast and lunch items.

Platinum

- Recognition of participation at City Council presentation (live on HBTv-3)
- Full page Ad in event program.
- Company logo displayed on Platinum Sponsor Banner.
- Company Banner on the entertainment stage.
- Company logo on event flyer and program cover
- Hourly announcements of sponsorship during event.
- Link to your Website from the HBCOA Website for six months.
- A total of two 8' tables with four chairs.
- Two preferred parking space at Pier Plaza.
- Hospitality Basket of breakfast and lunch items.



All Sponsor Levels include one 10'x10' canopy, one 8' table with skirt and two chairs.

(Booth assignment preference will be given to Platinum, Gold and Silver sponsors accordingly, and may be based on the postmark date of your sponsorship application. No guarantees are made to placement at the event. HBCOA reserves the right of assignment of all booths)



Senior Saturday Community Festival 2011

Fact Sheet

Date: Saturday, September 10, 2011

Time: 9 a.m. – 2 p.m.

Location: Huntington Beach Pier Plaza – Main St. and Pacific Coast Highway, adjacent to H.B. Pier

Deadlines: Complete and send in your Sponsor Registration Form by July 29, 2011.

Artwork:

In order to take full advantage of your sponsorship opportunity, your camera-ready artwork must be received by July 29, 2011!

The preferred method for submitting your advertisement artwork is via e-mail to cslama@surfcity-hb.org. Save your file as a high-quality JPEG, TIFF, or BMP. You may submit your artwork as a PDF, but please set the page size to that of your ad dimensions. All ads are black & white. You may submit a printed ad or business card, but an electronic file is best. Full-page advertisement (Platinum) = 7.5" wide x 9" tall, Half-page advertisement (Gold) = 7.5" wide x 4.5" tall, Quarter-page advertisement (Silver) = 3.5" wide x 4.5" tall, Business card advertisement (Bronze) = 3.5" wide x 2" tall.

Silver, Gold and Platinum Sponsors must send their company logos as an independent JPEG, TIFF, or BMP for placement on flyers and the program cover. We recommend that you also send the logo as vector artwork, preferably created in Adobe Illustrator, with all text/fonts converted to outlines or shapes. This is required for placement on our banners.

Goods or services to be displayed:

Our event guests love give-aways and demonstrations. Please describe your type of business and all products/services you intend to distribute/perform on your Sponsorship Registration Form.

We are holding our "Senior Saturday Opportunity Drawing" for participants who collect a minimum number of booth stamps. Be sure to bring a stamp or stickers to mark visitors' "passports." This will provide extra incentive for attendees to visit your booth. Stamp space is approximately 1 ½" x ½".

When planning your booth presentation, keep in mind that most booths are bordered on the left and right sides by other booths. If you plan to have an audible component in your display, be considerate of your neighboring sponsors. Corner booths with two open sides may be available for Silver, Gold and Platinum Sponsors.

Presentations and promotions of your services, as well as your staff members, must be kept within the confines of your assigned booth. Please respect the space of other sponsors.

Cooking devices are not permitted.

Electrical requirements:

Booths with access to electricity are by request only. There are a limited number of outlets so please refrain from requesting power unless it is necessary for your display. Booths with electrical access are subject to location restrictions. Keep your electrical needs within two, 20-amp GFI outlets. Please list all items requiring power on your Sponsorship Registration Form and submit it by the July 29th deadline.

Cancellations:

Full refunds will be given if notified prior to the July 29th deadline. Your booth will be subject to forfeit, without refund, if someone from your organization does not arrive at the event site by 8:00 am on event day.

For questions regarding artwork, electricity or special accommodations, call Chris Slama at (714) 374-1710.