

# 4TH ANNUAL BAKERSFIELD WING FESTIVAL

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## 4<sup>th</sup> ANNUAL BAKERSFIELD WING FESTIVAL SPONSORSHIP OPPORTUNITIES

The Bakersfield Wing Festival has returned for its 4th year! It's the hottest, spiciest and most flavorful event to hit Kern County. This event will be held at "Kern County Fairgrounds - Budweiser Pavilion " located at 1142 South P Street on Saturday, June 1, 2019 from 3:00PM to 7:00 PM. Thousands in attendance!

Our vision is to bring to people together to enjoy some of the best wings in town! Portion of the proceeds will benefit Bakersfield Police Activities League and Upside Academy, Inc. (non-profits serving the Kern community). Over the last three years, we have donated over \$13,000.00 to local organizations!!! We can't do it without your support!

The 4th Annual Bakersfield Wing Festival is guaranteed to bring hungry wing fans ready to sample flavors from classic BBQ to a level of spice not for the faint of heart. Whether it's smoked, fried, grilled, sauced, spiced, or something imaginative beyond the norm, this festival will attract all of the wing fanatics and sauce lovers out there. Best of all, they will be treated to the best wings and sauces in town!

This Festival will consist of live music, wing samples, beer samples, wing eating contests and tons of vendors! We hope you will be a sponsor for this AMAZING Bakersfield event for our 4th year!!!

### EXCELLENT EXPOSURE FOR YOUR SPONSORING BUSINESS/BRAND!

- **Be a sponsor of the event – at any level, customized to meet your marketing needs**
- **Increase sales, awareness and exposure of your products and services**
- **Gain access to thousands of attendees – placing your business front and center**

#### ON-SITE:

As an event sponsor, your business name/logo will appear on numerous banners at the event and around Kern - providing direct exposure to thousands of patrons. Sponsor booths give you the opportunity to interact, sell and sample directly to thousands of consumers.

#### PUBLIC RELATIONS:

Press releases will be sent to all local and non-local media outlets. With millions of impressions on radio, television, print, and online. This event benefits two local non-profits, so your connection gives back to the community.

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## PRINT AND ONLINE MARKETING:

Your name/logo (depending on sponsorship level) will appear on a diverse advertising and branding plan for the event, and on the Home page of [www.bakwingfest.com](http://www.bakwingfest.com) with a link to your website.

- Bakersfield Wing Festival website - 100,000+ impressions (\$2000 value)
- Social Media - Facebook, Twitter, Instagram (\$2000 value)
- Kern County Chambers (\$1000 value)
- Radio (\$1,500 value)
- Online Sales – Vallitix, & Eventbrite - 135,000+ impressions (\$2000 value)
- .50% click - through rate (.15% is average site click - through rate)
- Local Television (\$1500 value)
- Posters and Banners - distributed throughout Kern (\$2000 value)
- 10, 000 flyers - distributed throughout Kern (\$1000 value)

**ADVERTISING VALUE: \$13,000!!!!!!**

If you would like to become a sponsor fill out the form below. If you have a question, please email us at [info@bakwingfest.com](mailto:info@bakwingfest.com).

Bakersfield Wing Festival

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## SPONSORSHIP TIER PACKAGES

### **ATOMIC WING SPONSOR - \$6,000**

- Exclusive - VIP Entry Banner
- Category Exclusivity
- Presenting Sponsor Name & Logo on Website
- Presenting Sponsor Name & Logo Featured on Event Poster
- Presenting Sponsor Name & Logo on TV, Radio and Printed Materials
- Presenting Sponsor Name & Logo on Entrance and Stage Banner
- Presenting Sponsor Name & Logo on VIP Banner
- Sponsor Recognition at Event
- Twelve (12) VIP Tickets
- Twelve (12) General Admission Tickets
- Two (2) Presenting Sponsor Cabana (exclusive tables and chairs)
- Social Media Promotions (Facebook, Instagram, and Twitter)
- Opportunity to distribute marketing materials to all guests as they enter venue
- Unlimited beer pours and food

### **SPICY HOT WING SPONSOR - \$3,500**

- Sponsor Name on & Logo on Website
- Logo Featured on Event Posters
- Name & Logo on TV, Radio and Printed Materials
- Logo on VIP Banner
- Sponsor Recognition at Event
- Six (6) VIP Tickets
- Six (6) General Admission Tickets
- Exclusive Sponsor Table
- Social Media Promotions (Facebook, Instagram, and Twitter)
- Unlimited beer pours and food

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## SAUCEY WING SPONSOR - \$1,000

- Sponsor Name on & Logo on Website
- Logo Featured on Event Posters
- Name & Logo on TV, Radio and Printed Materials
- Logo on VIP Banner
- Sponsor Recognition at Event
- Two (2) VIP Tickets
- Two (2) General Admission Tickets
- Exclusive Sponsor Table
- Social Media Promotions (Facebook, Instagram, and Twitter)
- Unlimited beer pours and food

## FRIEND OF THE EVENT

**\*NOT EVERYONE IS ABLE TO ATTEND.  
YOU CAN STILL SUPPORT OUR  
BENEFICIARIES BY PROVIDING  
SAMPLE ITEMS, OR CASH DONATION  
TOWARDS THE EVENT.**

- Logo placement on all event related printed materials and internet
- Social Media Promotions (Facebook, Instagram, and Twitter)
- Recognition at Event

**We are excited to introduce  
SPONSORSHIP ASSETS this year!  
Basically, you pick your promotion.**

### SPONSORSHIP ASSETS AVAILABLE:

- VIP Area Sponsor
- Beer Sample Cup Sponsor
- Wristband Sponsor
- Wing Booth Sponsor

**Sponsorship Assets are customized to  
meet your promotional needs!**

Please email us at [info@bakwingfest.com](mailto:info@bakwingfest.com) for more information on Sponsorship Assets.

All promotional packages subjected to approval by Bakersfield Wing Festival organizers.

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You also have the option of filling out our online application form as well as paying online through the same form on our website at: <https://bakwingfest.com/sponsorship-info/>.

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## SPONSORSHIP APPLICATION

**Sponsorship Level (Please check one):**

Atomic     Spicy     Saucey     Friend of Event

Amount of sponsorship \$ \_\_\_\_\_

**Company / Person Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

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

**Payment Methods: All Sponsor payments are due upon signing contract.**

Check Enclosed for \_\_\_\_\_ made payable to **Bakersfield Wing Festival**  
*All payments are NON REFUNDABLE unless our event is canceled.*

Return completed form alongside payment to:

**Bakersfield Wing Festival**  
c/o: Upside Productions, LLC  
P.O. Box 6056  
Bakersfield, CA 93386

**Payment must be received in full by April 8, 2019 to receive full package perks!**

**Signature of Authorized Representative:**

\_\_\_\_\_

\*Please send all logo and/or artwork to [info@bakwingfest.com](mailto:info@bakwingfest.com) in a high-resolution jpeg format only.

Need a custom logo created? Email Kristopher at [info@corner10.com](mailto:info@corner10.com) about design rates.

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## Hold Harmless Agreement:

**BAKERSFIELD WING FESTIVAL (BWF) – June 1, 2019**

**Hold Harmless Agreement BAKERSFIELD WING FESTIVAL, Bakersfield, CA.**

**THE BAKERSFIELD WING FESTIVAL (BWF) FESTIVAL PARTICIPANT shall indemnify and hold harmless Upside Productions, Corner 10 Productions, Kern County Fairgrounds, and the City of Bakersfield and their officers, officials, employees and volunteers from and against all claims, damages, losses and expenses including attorney fees arising out of their participation in BAKERSFIELD WING FESTIVAL (BWF) – June 1, 2019 caused in whole or in part by any negligent act or omission of the participant, any subcontractor, anyone directly or indirectly employed by any of them, or anyone for whose acts any of them may be liable, except where caused by the active negligence, sole negligence or willful misconduct of Upside Productions, Corner 10 Productions, Kern County Fairgrounds and the City of Bakersfield. I agree to defend, indemnify and hold harmless Upside Productions, Corner 10 Productions, Kern County Fairgrounds and the City of Bakersfield. and their officers, officials, employees and volunteers from and against all claims, damages, losses and expenses including attorney fees arising out of my participation in this program.**

**I agree to abide by all Festival rules and conditions noted by BWF.**

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_