



Memorandum of Understanding for 2018 Sponsorship

Sponsorship Contact: David Nalchajian, Sponsorship Director
Amy Fuentes, Expo Director
Amanda Williams, Client Services
1100 W. Shaw Avenue, Suite 140
Fresno, CA 93711
p. 559.227.9999
e. david@nalchajian.com; <mailto:amy@nalchajian.com>
amanda@nalchajian.com

Event Information: Fresno Food Exposition ("Expo")
501(c)6 Corporation – Tax ID# 47-3285661
Thursday, July 26, 2018
Fresno Convention Center
848 M. Street – New Exhibit Hall
Fresno, CA 93721
www.FresnoFoodExpo.com

Sponsor: **City of Fresno ("Sponsor")**
Term: Expo 2018 ("Term")
Sponsorship Level: Official Host City, Sommelier Sponsor - ISP
Contract Signatory: Wilma Quan-Schecter, City Manager
City of Fresno

Sponsor Contact Info: Wilma Quan-Schecter, City Manager
City of Fresno
2600 Fresno Street
Fresno, CA 93721

1. Sponsorship Elements

- 1a. Recognition: Sponsor shall be recognized as the **Official Host City and Sommelier Non-Food Producer Sponsor** of the 2018 Fresno Food Expo.
- Sponsor Action Item:** Upon signing agreement, Sponsor agrees to provide logo in both .eps & .jpg formats.
- 1b. Host Exclusivity: The Fresno Food Expo will host its annual event in downtown Fresno on July 26, 2018. The annual expo will attract over 1,000 attendees (food buyers) from around the world, and provide tangible economic opportunities for over 130 food and beverage companies from the greater San Joaquin Valley. As the Official Host City, The City of Fresno will be recognized as a leader in helping to create a regional identity centered around the celebration of food production and the experience food inspires.
- 1c. Pre-Expo Events: Sponsor shall receive prominent recognition throughout the Term, such as, but not limited to, press conferences, VIP Receptions and Exhibitor educational forums. In addition, Sponsor and Expo will mutually determine appropriate speaking opportunities at the above related events.
- 1d. Board of Directors: The City of Fresno Mayor is allotted one seat on the Fresno Food Expo Board of Directors for duration of Sponsorship Term. For the purpose of sustaining continuous economic development opportunities for the food and beverage manufacturing industry, and establishing relationships with our region's food industry leaders, this position must be filled by the City of Fresno Mayor, and is not open to any other City staff or elected official.
- 1e. Reimbursement for Cancellation: In the event of cancellation of the 2018 Fresno Food Expo, Sponsor shall be entitled to a full reimbursement of Sponsor Fee.
- 1f. Make Goods: Over the Term of this agreement the Expo reserves the right to modify or discontinue advertising and marketing materials. In the event the Expo elects to modify or discontinue any asset included in this agreement that specifically include Sponsor, Expo will provide additional marketing benefits with similar exposure as the modified or discontinued items.

2. On-Site Identification and Promotion

- 2a. Display Space: Sponsor shall receive a **10ft x 20ft** display space during the Expo in a premium location to display promotional information, product and conduct lead generation.
- 2b. Signage: Sponsor logo or listing will receive recognition where all **Sommelier Non-Food Producer Sponsors** are included at Expo. *Expo reserves the*

right to determine size, quantity and location of logo placements on all signage.

2c. Promotional
Items:

Sponsor may provide Expo with a promotional item or marketing piece to be included in the takeaway bags provided to all attendees of the show. Sponsor may choose to include items in any one or all of the different types of bags based upon target audience. Estimated number of items needed:

- Exhibitor Welcome Packets - 150
- Buyer Bags - 950
- Public - 1,100

Sponsor Action Item: Sponsor agrees to deliver promo items to Expo offices 10 days prior to each annual event.

2d. PA Announcements:

Sponsor shall be recognized as our Official Host City and a Sommelier Non-Food Producer Sponsor during the Expo and VIP Event.

2e. Décor:

Sponsor may provide Expo with promotional items, packaging, non-perishable food items or any element that can be used as a visual for the Expo's décor. Items will be included at the VIP Event and/or Expo. Suggested quantity range +/- 10 items. Promo items can be dropped off according to annual due dates of each Expo.

3. Mobile Event App

3a. Sponsor Ad:

Sponsor will receive a full color ad to be rotated equally with other sponsors on the Expo Mobile Event App.

Sponsor Action Item: Art due at your earliest convenience. Size: 1280w x 200h pixels, maximum 375KB. Artwork will be uploaded to ntanimoto@nalchajian.com

3b. Sponsor Section
Listing:

Sponsor company profile and logo will be included within the sponsor section of the mobile app.

Sponsor Action Item: Sponsor will upload their company profile through the online event registration management system.

3c. Exhibitor Section
Listing:

Sponsor will receive a logo listing where all event participants are listed within the mobile app.

Sponsor Action Item: Sponsor will upload their company profile through the online event registration management system.

4. Advertising

- 4a. Collateral Materials: Sponsor will receive recognition when Sommelier Non-Food Producer Sponsors are listed on collateral materials produced and distributed externally by Expo (i.e. exhibitor information packets, seminar flyers, etc.).
- 4b. Paid Media: Expo will recognize Sponsor through logo, listing or mention in paid Radio & Print advertising purchased by the Expo when Sommelier ISP Sponsors are included.
- 4c. Partner Media: In the event Expo gains media partnership for the promotion of the event, Expo will make best effort to include Sponsor logo, listing, or mention in partner Radio/Print. Inclusion in partner media is at the discretion of media partner and subject to space availability.

5. Digital

- 5a. Social Media: Sponsor will be included in a minimum of two (2) social Media posts throughout the calendar year, highlighting information relevant to the sponsor and industry.

Sponsor Action Item: Sponsor agrees to communicate content ideas to Expo when timely news articles, product releases, etc. happen. Social Media may include, but not be limited to social platforms such as Facebook, Twitter as well as E-mail Newsletters or the Expo website. Expo reserves the right to make final content decisions based upon additional communication and timeline relevance.

- 5b. E-mail Newsletters: Sponsor logo will be included in Expo e-newsletters distributed prior to the event where Sommelier ISP Sponsors are recognized.

- 5d. Website Sponsor Page: Sponsor logo will be included on the Expo sponsor page where all sponsors are recognized with a link to Sponsor URL. <http://fresnofoodexpo.com/sponsors>.

- 5e. Website Home Page: Sponsor logo will be included on the Expo homepage where Major Sponsors are recognized with a link to Sponsor URL. <http://fresnofoodexpo.com>.

- 5f. Sommelier Sponsor Banner Ad: Sponsor will receive space for one (1) rotating advertisement to be included on the Expo website.

Sponsor Action Item: Ad must be provided in two (2) different sizes in order to optimize for viewing across devices.

Size 1: 2400w x 400h pixels, maximum 375KB (used for tablets and up)

Size 2: 960w x 400h pixels, maximum 150KB (used for any device size below a tablet)

- File formats accepted: gif, png, jpeg/jpg
- Image for each ad size may differ at Sponsor discretion
- Images due upon signing of contract

6. Public Relations

6a. Press Release: Sponsor will be included within all Fresno Food Expo Press Releases as a founding partner and the Official Host City of the Annual Expo Event.

7. Hospitality

7a. Tradeshow Registrations: Sponsor shall receive ten (10) Tradeshow registrations/badges to be used for company and display staff for Tradeshow Floor on Thursday, July 26, 2018.

Sponsor Action Item: New! Registrations and badge names will all be managed online by Sponsor.

7b. Keynote Speaker: Sponsor will receive invitations for registered Tradeshow attendees to attend the Keynote Speaker Event to be held Wednesday, July 25th 2018. Exact quantity will be determined upon confirmation of speaker and venue.

7c. Educational Seminar: Sponsor will receive invitations for registered Tradeshow attendees to attend the Educational Seminars. Exact quantity will be determined upon confirmation of session and venue.

7d. Parking Passes: Sponsor shall receive two (2) parking passes for the exclusive Sponsor Only Parking Lot and two (2) parking passes to the General/Exhibitor Parking Lot valid on Wednesday, July 25th & Thursday, July 26th.

7e. Expolicious Tickets: Sponsor shall receive eight (8) tickets for Expolicious, Thursday, July 26th from 5pm – 8pm.

8. Sponsor Investment & Responsibilities

8a. Sponsor Fee: In return for the sponsorship rights and benefits to be provided to Sponsor pursuant to this Agreement, effective July 1, 2018, the Sponsor shall pay to Expo the sum of **sixty- two thousand five hundred dollars (\$62,500) on or before August 31, 2018**. Fulfillment of all elements of the sponsorship cannot be guaranteed if payment is not made by deadline. Sponsor may extend the term of this MOU for up to one year, subject to sufficient appropriations of funds in the approved budget, for each year of the sponsorship.

Please make check payable to:
Fresno Food Exposition
Tax ID# 47-3285661

Please mail checks to:
David Nalchajian, Inc.
Attn: Fresno Food Expo
1100 W. Shaw Avenue, Suite 140
Fresno, CA 93711

8b. Delivery: Any contract elements that require delivery, notification or coordination on the part of the Sponsor or their representative must be directed to the office of the Sponsorship Director:

David Nalchajian, Inc.
1100 W. Shaw Avenue, Suite 140
Fresno, CA 93711

Phone/Fax: 559.227.9999
Email: rebecca@nalchajian.com

8c. Deadlines: Sponsor will be responsible to provide all items necessary by the deadlines listed herein. If Sponsor fails to provide items to the office of the Sponsorship Director by the corresponding deadline, in the specified format, Expo cannot guarantee fulfillment of those contract elements.

In addition to the items required to upload through the ConnectME Dashboard, the following are action items to be provided by Sponsor:

8d. Tradeshow
Registration: Sponsor will be sent a link to register Company and Tradeshow attendees annually through an online managed portal, ConnectME. Sponsor MUST complete registration through the link provided by Fresno Food Expo. All badge requests, necessary documents for exhibiting including insurance certificate, hold harmless agreement, etc. will be submitted through the ConnectME dashboard, unless otherwise outlined within this agreement.

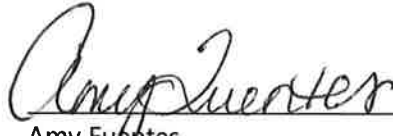
[SIGNATURES FOLLOW ON THE NEXT PAGE.]

Accepted and agreed upon by:

CITY OF FRESNO,
A municipal corporation

FRESNO FOOD EXPOSITION

Wilma Quan-Schecter Date
City Manager

 8/21/18
Amy Fuentes Date
Expo Director

APPROVED AS TO FORM:
DOUGLAS T. SLOAN
City Attorney

By:  8/21/18
Brandon M. Collet Date
Senior Deputy City Attorney

ATTEST:
YVONNE SPENCE, MMC CRM
City Clerk

By: _____
Deputy Date