



Memorandum of Understanding for Sponsorship
2016-2017

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
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Event Information: Fresno Food Exposition ("Expo")
501(c)6 Corporation – Tax ID# 47-3285661
Thursday, July 28, 2016
Thursday, July 27, 2017
Fresno Convention Center
848 M. Street – New Exhibit Hall
Fresno, CA 93721
www.FresnoFoodExpo.com

Sponsor: **City of Fresno ("Sponsor")**
Term: Expo 2016 & 2017 ("Terms")
Sponsorship Level: Official Host City, Sommelier Sponsor - ISP
Contract Signatory: Bruce Rudd, City Manager
City of Fresno

Sponsor Contact Info: Bruce Rudd, 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 ISP Sponsor** of the 2016 & 2017 Fresno Food Expo.
- 1b. Host Exclusivity: The Fresno Food Expo will host its annual event in downtown Fresno on July 28, 2016 and July 27, 2017. 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 2016 or 2017 Fresno Food Expo, Sponsor shall be entitled to a full reimbursement of Sponsor Fee.

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 ISP Sponsors** are included at Expo. *Expo reserves the right to determine size, quantity and location of logo placements on all signage.*
- 2c. Show Bags: 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 – 850
Public – 1,200
- Promo items must be available according to annual dates of each Expo.
- 2d. PA Announcements: Sponsor shall be recognized as our Official Host City and a Sommelier ISP 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. Event Directory

3a. Full Page Ad: Sponsor will receive a (1) one-page, full color advertisement to be included in the event directory. Specs: 4/0, 8"w x 10.5"h live area, no bleeds. Please provide high Res PDF or native file by annual due dates of each Expo.

3b. Alphabetical Listing: Sponsor will receive a highlighted listing where all event participants are listed in alphabetical order.

3c. Event Map: Sponsor logo or premium listing will be included on the event map that is included within the Event Directory and throughout the Tradeshow Floor.

4. Advertising

4a. Collateral Materials: Sponsor will receive recognition when Sommelier ISP 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.

5. Digital

5a. Logo & URL: Upon signing of contract Sponsor agrees to email both Sponsor logo in EPS & JPG formats and Sponsor URL for link.

5b. 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 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.

5c. 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.

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. VIP Sponsor Badges: Sponsor shall receive exclusive VIP Sponsor badges for City of Fresno Mayor, Councilmembers and additional VIP guests of the City, as agreed upon by Sponsor and Expo. VIP Sponsor badges allow admission to the Buyer/Opening Reception and admission to all Expo events.

7b. Employee Badges: Sponsor shall receive five (5) admission badges for employees working at Sponsor's booth during the Expo.

7c. Sponsor Parking: Sponsor shall receive two (2) parking passes for the exclusive Sponsor Only Parking Lot and five (5) parking passes to the Exhibitor/Buyer Parking Lot, when available, during the Expo.

7d. Public Tickets: Sponsor shall receive twenty five (25) tickets for the public portion of the Expo.

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, 2016, the Sponsor shall pay to Expo the sum of **one hundred and twenty five thousand dollars (\$125,000) on or before December 31, 2016**. Fulfillment of all elements of the sponsorship cannot be guaranteed if payment is not made by deadline.

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: amanda@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.

8d. Hospitality Package: Packages will be available provided the Expo has received:

- i. A signed copy of the Sponsorship Agreement for file.
- ii. Payment in full.
- iii. Badge Names.
- iv. IF EXHIBITING - All Exhibitor Documents as required in The Exhibitor's Handbook.

Packages can be picked up at the office of the Sponsorship Director unless alternate arrangements are made.

8e. Sponsor Action Items

- 2c. [Giveaways in Show Bags](#) – Annual Dates TBD
- 2d. [Décor](#) – Annual Dates TBD
- 3a. [Event Directory Full Page Ad](#) – Annual Dates TBD
- 3c. [Event Directory Alphabetical Listing](#) – Annual Dates TBD
- 5a. [Company Logo and URL Link](#) – ASAP
- 5b. [Social Media Inclusion](#) – Ongoing
- 5f. [Website Banner Ad](#) – ASAP
- 7a. & 7b. [Employee/VIP Guest Badge Names](#) – Annual dates TBD


Accepted and agreed upon by:

City of Fresno

FRESNO FOOD EXPOSITION

Bruce Rudd
City Manager

Date



Amy Fuentes
Expo Director

Date