



Taste of Park Ridge 2010

A CELEBRATION
of
FOOD, FAMILY, and FUN
in the
WARM SUMMER SUN!

The 2010 Taste of Park Ridge will occur on Thursday, Friday, and Saturday, July 8, 9, 10 respectively. The event will be open from 11 am until 10 pm each day. The information provided is to help you decide how you want to be involved in this highly anticipated event. Sponsorships large or small, we welcome one and all! The Taste of Park Ridge is the premier event in the Northwest suburbs. It is produced by volunteers who recognize the value of a community. Your sponsorship indicates a belief in the power of coming together for a great purpose.

The Taste of Park Ridge Committee offers two experienced co-chairs for our sponsorship subcommittee. They are Dave Iglow (Pines of Park Ridge Menswear) and Barbara Tyksinski (All on the Road Catering and Bakery). Dave and Barbara look forward to helping you find ways to maximize your advertising dollars. An opportunity to reach 150,000+ potential customers is a possibility you do not want to miss.

We look forward to your involvement. See you at the Taste!

Albert Galus

Albert Galus (Academic Tutoring Centers)
Chairman, Taste of Park Ridge Committee

Application and Sponsorship Contract for the Taste of Park Ridge 2010

1. SPONSOR INFORMATION

Sponsor Name:

(Name as it is to be listed in all marketing pieces)

Contact Name:

Title: _____

Street Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

E-mail Address: _____

Authorized Co. Rep. (Print): ---- _____

Application and Sponsorship Contract for the Taste of Park Ridge 2010 (continued)

PARTICIPATION AMOUNT: \$ _____

Signature: _____ Date: _____

Note: This document, when signed by Sponsor and executed by the Taste of Park Ridge committee, constitutes a binding legal agreement. By the above signature, the individual signing this document represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Sponsor. The Sponsor acknowledges that it has been furnished and agrees to be bound by the terms and conditions herein. The Taste of Park Ridge Committee agrees to review this Application and Contract in order to be consistent with festival eligibility requirements and policies. The Sponsor agrees that upon acceptance of this Application and Contract by the Taste of Park Ridge Committee with or without the appropriate payment, this Application and Contract shall become a legally binding contract enforceable against the Sponsor in accordance with its terms. Sponsorship benefits listed in the schedule of sponsorship categories become effective upon full payment of pledged amount by the Sponsor at the appropriate level and are subject to other clauses contained within this contract.

Accepted by - Taste of Park Ridge Committee Representative:

Signature: _____ Date: _____

2. SPONSOR CATEGORY (Circle One):

VIP	\$5,000 and greater
Major	\$3,000
Sponsor	\$1,500
Contributor	\$750
Supporter	\$500
Participant	Less than \$500

3. PAYMENT TERMS: The entire 100% Sponsorship fee is due by **May 15, 2010**. Any payments not received by May 15, 2010 may result in cancellation of sponsorship at the Taste of Park Ridge Committee's sole discretion.

Please make all checks payable to the Taste of Park Ridge and mail with contract to: **Taste of Park Ridge**, 120 Main Street, Suite 202, Park Ridge, IL 60068.

4. CANCELLATION BY SPONSOR: Sponsor may discontinue its association with the Taste of Park Ridge Committee by sending written notice of its intention to do so, however, Sponsor shall remain liable for payment of the full sponsorship fee. No part of the Sponsorship fee paid by the Sponsor shall be refundable.

5. CANCELLATION BY THE TASTE OF PARK RIDGE COMMITTEE: Company's sponsorship may be canceled by the Taste of Park Ridge Committee for failure to make payments when due or failure to comply with the Taste of Park Ridge Committee regulations. If sponsorship is canceled by the Taste of Park Ridge Committee, the Sponsor will be notified in writing. Upon such cancellation, the Taste of Park Ridge Committee may sell the sponsorship to another Company at its sole discretion.

6. ATTENDANCE: The Taste of Park Ridge Committee makes no representations or warranties with respect to the demographic nature and/or volume of attendees at any Taste of Park Ridge Committee event(s).

7. GOVERNING LAW AND JURISDICTION: This contract shall be governed by and subject to the laws of the State of Illinois. All matters whether sounding in contract or in tort relating to the validity, construction, interpretation and enforcement of this Contract shall be determined in the Circuit Court for Cook County, Illinois; which Court shall have exclusive jurisdiction and venue.

8. INDEMNIFICATION: Sponsor agrees to indemnify and hold the Taste of Park Ridge Committee, The Taste of Park Ridge Corp. and their respective employees and agents harmless, from any and all claims, demands, judgments, settlements, costs, attorney's fees or other expenses either directly or indirectly from or in connection with Sponsor's participation in such event.

This Application and Contract for Sponsorship at the 2010 Taste of Park Ridge will become effective upon execution of this agreement.

We Recommend you copy your completed contract for your records.

Taste of Park Ridge * 120 Main Street, Suite 202. * Park Ridge, IL 60068
Tel: 847-823-5300 * Fax: 847-823-7832 * www.tasteofparkridge.com

VIP SPONSOR — \$5,000 and Greater

A VIP Sponsor of the Taste of Park Ridge will receive:

Central Placement of Sponsor provided logo on Main Stage area banner
Recognition of sponsor on site, in media announcements and advertising & website
Mention in a Pioneer Press “Tastee Tidbit” Article (spotlight feature up to 100 words)
Sponsor Logo placement on Taste event brochure
Sponsor mention on select Taste posters
Prerecorded Audio advertisement of 50 seconds in length during event*
*(*playback frequency at discretion of Taste Committee)*
Large Video Screen Advertising Exposures throughout the event**
***minimum of 5 minutes per each hour of operation)*



Notes:

MAJOR SPONSOR— \$3,000

A Major Sponsor of the Taste of Park Ridge will receive:

Sponsor provided logo on Main Stage area banner
Recognition of sponsor on site, in media announcements and advertising & website
Sponsor Logo placement on Taste event brochure
Prerecorded Audio advertisement of 30 seconds in length during event*
*(*playback frequency at discretion of Taste Committee)*
Large Video Screen Advertising Exposures throughout the event**
***minimum of 3 minutes per each hour of operation)*

SPONSOR — \$1,500

A Sponsor of the Taste of Park Ridge will receive:

Sponsor name on Main Stage area banner
Recognition of sponsor on site, in media announcements and advertising & website
Sponsor name on Taste event brochure
Prerecorded Audio advertisement of 15 seconds in length during event*
*(*playback frequency at discretion of Taste Committee)*
Large Video Screen Advertising Exposures throughout the event**
***minimum of 2 minutes per each hour of operation)*

CONTRIBUTOR — \$750

A Contributor to the Taste of Park Ridge will receive:

Recognition of Contributor in print media announcements and website
Large Video Screen Advertising Exposures throughout the event**
***minimum of 1 minute per each hour of operation)*

SUPPORTER — \$500

A Supporter of the Taste of Park Ridge will receive:

Recognition of Supporter in print media announcements and website

Brochure Logo Inclusion Deadline is May 15, 2010. Full payment of qualifying sponsorship pledge must be received by that date to receive logo inclusion in the event brochure. Brochure is produced by Pioneer Press with Taste Committee input. Distribution is scheduled for at least 2 weeks prior to event in the papers of selected area subscriptions. Expected subscribers to receive brochure insert is approximately 13,000 minimum, more if available. Additional brochures are available for distribution pre event at select local restaurants, business locations, and hotels. Brochures are also available on site at the event at ticket booths. Pioneer Press also makes advertising spots within the brochure available for a very reasonable fee.

Prerecorded Audio advertisement is produced by the Taste committee with Sponsor supplied information. Playback frequency is at Taste Committee discretion. Playback is via mainstage speaker system and auxiliary speakers in the event site. Information deadline in order to produce the audio spot is June 25th, 2010

Large Video Screen Advertising Exposures minimum minutes per hour are provided over the 33 hours of operation of the Taste. Image screen size is based on sponsorship level and is at Taste Committee discretion .

Banner Placement is at the discretion of the Taste Committee.

Website recognition is active through end of 2010 then archived but accessible until the completion of the 2011 event.

Sponsor Benefits are effective upon full payment of pledged amount.

On-site means the physical grounds upon which the Taste operations are conducted. Placement of Video Screens and playback of prerecorded audio and/or visual media for the marketing of sponsor logo or name is at the discretion of the Taste Committee.

PARTICIPANT — Less than \$500

A Participant in the Taste of Park Ridge will receive:

Recognition of Participant on Taste of Park Ridge website