



Sunday
May 6th
2012

Malvern Blooms

Spring Family Festival

King Street & Burke Park • Malvern, PA

PACKET INCLUDES:

EVENT COVER LETTER

2012 SPONSORSHIP OPPORTUNITIES

2012 SPONSORSHIP FORM - DUE NOW!

2012 VENDOR APPLICATION - DEADLINE APRIL 1, 2012

Please direct all questions to:

John & Laura Lotz

JAL Marketing, LLC

12 Fairway Road

Paoli, PA 19301

484.321.3235

jalmarketing@yahoo.com

Event proceeds to benefit:

An event by:



MARKETING, LLC





Malvern Blooms

Spring Family Festival

February 8, 2012

Greetings!

On behalf of the Malvern Business and Professional Association we invite you to participate in this year's Malvern Blooms Family Festival Sunday, May 6, 2012. Attached you will find Sponsorship Opportunities as well as Vendor Exhibit information. We are thrilled to be this year's event organizers and look forward to working with you. Be sure to visit the Malvern Festivals Facebook page (www.facebook.com/malvernfestivals) for the most up to date information.

What's New?

To meet our goal of increasing awareness of Malvern and all that it has to offer we are adding new and exciting events to this year's Malvern Blooms Festival. This year we will feature a Mid Atlantic BBQ Association Sanctioned Backyard Grilling Cook-off, a judged Antique/Hot Rod Car Show, two satellite music stages, a main entertainment stage with a regional headline musical act and more!

Traffic Generator and Post Sales Opportunity

Also new this year will be prize drawings available to festival visitors. In order to be eligible for the prizes, visitors must come to your booth and get their card stamped before they can enter to win! Available prizes will have a minimum retail value of \$500.

In addition we are hoping that you measure the true ROI of this show by offering a post-show discount to festival visitors! Offering visitors a post-show coupon will help you track how many of your future sales came about because of your participation in Malvern Blooms. Our suggestion is offering visitors a 10% discount valid through May 20th. If you wish, we have a sample coupon template available.

Our Charity - Teach Anti Bullying, Inc.

This year we are pleased to announce that a portion of the proceeds from the Festival will be donated to Teach Anti Bullying, Inc. Teach Anti Bullying, Inc. works on educating parents, children, administrators and teachers on the affects of bullying. They teach what to look for, how to deal with the issues and most of all educating adults about the importance of children are precious and we keep them safe. As a "Give Dr. Claudio V. Cerullo, their seminars, one for children local school of our choosing.



author and will donate 6 of his children's books, three to local libraries and three to local schools of our choosing.

knowing our children. All need to do everything to "Back" to the community, founder will conduct two and one for adults at a Dr. Cerullo is also a local

We look forward to your participation. Should you have any questions, please do not hesitate to contact us.

John and Laura

JAL Marketing, LLC • 12 Fairway Road • Paoli, PA 19301 • 610-321-3235 • jalmarketing@yahoo.com

An event by:



Sunday, May 6, 2012
10am - 4pm
RAIN OR SHINE!

2012 SPONSORSHIP PACKAGES

The 2012 Malvern Blooms is shaping up to be bigger and better than ever! New additions for this year include MABA Sanctioned Grilling Contest, Judged Antique/Hot Rod Car Show, Main Stage with headline regional musical act, and much more!

\$2500 Presenting Sponsor (1 available)

Become a partner with Malvern Blooms and be this year's presenting sponsor. Not only are you helping to promote the unique shops and wonderful dining opportunities in Malvern but you will help a wonderful charity. Your sponsorship includes your company name/logo incorporated into the event name and logo in all advertising and correspondence. Additionally, your company name/logo will be included on all Festival signage and the over 100 volunteer t-shirts. Your company will also receive one 10x20 booth space in your location of choice or one 10x10 booth space on King Street and one 10x10 in Burke Park.

\$1500 Grand Prize Sponsor (1 available)

Sponsorship is \$750 paid to the festival along with a donated prize with a retail value of at least \$750.00. Prize can be in the form of gift card, store credit, or an actual item. Completed punch card entries (*explained below in Prize Sponsor description*) from each festival area will be combined for the Grand Prize drawing. Your sponsorship will include signage with your name and/or logo and explanation of prize donation. Inclusion in festival advertising to include flyers and posters. Complimentary 10'x20' booth space. Also includes the opportunity to have a company representative on stage to do the Grand Prize drawing and speak up to 5 minutes promoting your company.

\$1000 Prize Sponsor (3 available)

This sponsorship is \$500 paid to the festival along with a donated prize with a retail value of at least \$500 from your business. Prize can be in the form of gift card, store credit, or an actual item.

In an effort to ensure booth traffic for vendors, all visitors will be encouraged to visit exhibitors in each area of the festival (East King, West King, Burke Park). Each visitor will receive a "punch card" encouraging them to obtain punches from each vendor in a specific area of the festival. Once punch card is fully completed for an area, the visitor will be entitled to drop his/her punch card into the entry box for that specific area. Visitors will have the ability to enter once per area.

Your sponsorship will include signage with your name and/or logo and explanation of prize donation. Inclusion in festival advertising to include flyers and posters. Complimentary 10'x20' booth space. Also includes the opportunity to have a company representative on stage to do the prize drawing.

\$750 Main Stage (4 available)

Be a part of the heart of the Malvern Blooms festival. The Main Stage will be the center of attention throughout the event. Regional entertainment will headline the festivities. All event prizes will be awarded from the stage along with those for the Grilling Contest and Car Show. Sponsorship includes your name and/or logo prominently displayed on the stage. In addition you will be included in all advertising of the Main Stage events. Complimentary 10'x20' booth space.

\$750 West King Street Sponsor (1 Available)

\$750 East King Street Sponsor (1 Available)

The festival takes place in the heart of Malvern Borough on King Street. East and West King street will be home to up to 130 exhibitors, crafters, and food vendors. Each section of King Street will have it's own musical stage featuring local musical acts. Your sponsorship includes exclusive signage as the sponsor of East or West King Street. You will also be included in all advertising of King Street vendor areas. Complimentary 10'x10' booth space.

\$500 Pavillion Sponsor (1 available)

The Pavillion will be home to an assortment of community based entertainment. From Tango to Tap Dancing, Irish Step Dancing to Karate, Zumba and everything in between. Your sponsorship will include exclusive sponsor signage at the Pavillion and all advertising of the Pavillion activities. Complimentary 10'x10' booth space.

\$500 T-Shirt Sponsor (2 available)

Want to see your name on over 100 volunteer t-shirts the day of the event? Your Name and/or logo prominently displayed on volunteer t-shirts. Volunteers will wear these t-shirts for the entire day of the festival as well as in the future. Complimentary 10'x10' booth space.

\$500 Grilling Contest Sponsor (3 available)

The First Annual Malvern Blooms Backyard Grilling Contest sanctioned by the Mid Atlantic BBQ Association is sure to be one of the highlights of this years Festival . Sponsorship includes prominent signage in Grilling Contest area and name and/or Logo included in all advertising of the Grilling Contest. Complimentary 10'x10' booth space.

\$300 Car Show Sponsor (1 Available)

Exclusive sponsorship of Antique/Hot Rod Car Show. Prominent signage in Car Show area. Name and/or Logo included in all advertising of the Car Show. Complimentary 10'x10' booth space.

\$250 Community

Thank you for your support of the MBPA's Spring Festival. Your sponsorship includes name and/or logo in sponsor list.

All Sponsorship Packages include:

Company name/logo on www.facebook.com/malvernfestivals and any other online marketing.
Inclusion of sponsor provided marketing materials in goodie bag (up to 3000) to be given out to every festival visitor.

Please direct any questions regarding Sponsorship Opportunities to:

John & Laura Lotz

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484.321.3235 - jalmarketing@yahoo.com

An event by:



Malvern Blooms

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RAIN OR SHINE!

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2012 SPONSORSHIP AGREEMENT

My company is excited to participate at the following level: (check one)

- \$2500 **Presenting Sponsor** (1 available)
- \$1500 **Grand Prize Sponsor** (1 available)
- \$1000 **Prize Sponsor** (3 available)
- \$750 **Main Stage Sponsor** (4 available)
- \$750 **East King Street Sponsor** (1 available)
- \$750 **West King Street Sponsor** (1 available)
- \$500 **Pavillion Sponsor** (1 available)
- \$500 **T-Shirt Sponsor** (2 available)
- \$500 **MABA Grilling Contest Sponsor** (3 available)
- \$300 **Car Show Sponsor** (1 available)
- \$250 **Community Sponsor**

(Please type or print clearly)

Company Name (as it should appear in program): _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Fax: _____

Day of Event Contact #: _____

Email address: _____

Website: _____

My Check is enclosed in the amount of \$ _____

(payable to Malvern Business & Professional Association (MBPA))

Please charge \$ _____ to my (circle one) Visa / MC / AMEX / Discover

Card # _____ Expiration Date: _____

Name on Card: _____ Billing Zip Code: _____

Authorized Signature: _____ Today's date: _____

**Please return completed form to:
MBPA c/o JAL Marketing, LLC, 12 Fairway Road, Paoli, PA 19301 - 484.321.3235 - jalmarketing@yahoo.com**

An event by:



Malvern Blooms

Spring Family Festival

Sunday, May 6, 2012
10am - 4pm
RAIN OR SHINE!

2012 VENDOR APPLICATION - DEADLINE APRIL 1, 2012

- **Space is Limited!**
- **Booth Space is First Come, First Served**
- **Applications are subject to approval**
- **Payment in Full Due with Application**

FOR INTERNAL USE ONLY (F)

Date Received	Vendor Approved	Booth Location
_____	_____	_____

(Please type or print clearly)

Vendor/Company Name (as it should appear in program): _____

Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Business Phone: _____ Day of Event Phone (cell): _____

Email address: _____

Product/Service you will be promoting at your booth: _____

Date: Sunday, May 6, 2012 - RAIN OR SHINE! **Location:** King Street & Burke Park - Malvern, PA 19355
Time: Set-up 7am - 9:30am • Festival 10am - 4pm • Break-down 4pm - 6pm

Quantity	Price	Description
	FREE	10'x10' booth - Current MBPA member (verification of current membership required)
	\$50	10'x10' booth - Non-Profit Organization (verification of Non-Profit status required)
	\$100	10'x10' booth - Crafter/Corporate Vendor
	\$170	10'x20' booth - Crafter/Corporate Vendor
	\$130	10'x10' booth - Food Vendor ☼
	\$200	10'x20' booth - Food Vendor ☼
	\$65	Booth accessories - 6' table, 2 folding chairs, 10'x10' Ezup style tent
		Total Due

- ☼ Chester County Health Department requires all vendors serving food to be covered by a tent.
- ☼ Food Vendors need to obtain the appropriate temporary food license from the Chester County Health Department.
- ☼ If you are supplying your own tent, please bring anchor weights as there is no way to stake it.
- ☼ Only high quality crafts & products will be accepted. Please include 3 pictures of items you plan on selling.
- ☼ You will be notified within 2 weeks of your submission if this application has been approved. If approved you will receive an information packet containing detailed event instructions including your booth location.

My Check is enclosed in the amount of \$ _____ payable to Malvern Business & Professional Association (MBPA)

Please charge \$ _____ to my (circle one) Visa / MC / AMEX / Discover

Card # _____ Expiration Date: _____

Name on Card: _____ Billing Zip Code: _____

I/We agree to hold harmless the Borough of Malvern, the Malvern Business & Professional Association, JAL Marketing, LLC, as well as any sponsors, vendors, and volunteers for any claims, demands, suits, damage, injury, or loss that may arise from participation in the Malvern Blooms festival. I/WE UNDERSTAND THAT ALL BOOTH/FESTIVAL ACTIVITIES MUST BE APPROVED IN ADVANCE BY THE EVENT ORGANIZERS. I/WE further understand that the festival organizers and/or the MBPA have the right at any time to refuse the sale of any item they may deem inappropriate without any refund of vendor fees.

Signature: _____ Printed: _____ Today's date: _____

Please return completed application along with full payment to:
MBPA c/o JAL Marketing, LLC, 12 Fairway Road, Paoli, PA 19301 - 484.321.3235 - jalmarketing@yahoo.com