



¡Bienvenidos!

2020 PREMIERE
FOOD & WINE CELEBRATION



Sabor del Valle

SPONSORSHIP
OPPORTUNITIES & BENEFITS

Sabor del Valle raises funds for local non-profits and changes the lives of the overlooked and underrepresented in the Bay Area by working in collaboration with local vintners, restaurateurs and artists to showcase their delectable creations.

This year's event will be hosted by our Premiere Sponsor ~ **Castillo's Hillside Shire Winery**

Saturday, July 18, 2020
6:30 pm – 11:00 pm

Castillo's Hillside Shire Winery
2215 Liberata Drive
Morgan Hill, CA 95037



Founder: Ray Castaneda | (408) 464-3690 | RaySCastaneda@yahoo.com | www.SabordelValle.org



Sabor del Valle

EXPECTED ATTENDEES

Only 350 tickets will be sold to available sponsors, VIP's, community members, Silicon Valley's top business executives and community leaders. First-come first served. Don't wait. This event will sell out quickly!

MISSION STATEMENT

Sabor del Valle (SDV) is an engine for social change for the unserved, unheard and unseen in the Bay Area by working in collaboration with local vintners, artists and restaurateurs who showcase their delectable creations.

VISION

SDV strives to be a leading partner in sustaining the local food and wine industry, with an emphasis on building awareness of Latino-owned enterprises.

CELEBRATING WITH A PURPOSE

Since 2009, SDV has been bringing together culturally diverse Bay Area vintners and restaurants to support non-profit organizations making a difference in our community and beyond.

This event will host over 20 local Latino and boutique wineries and restaurants and artists, showcasing their unique selection of wine, art and food.

Your sponsorship helps to underwrite the costs of this event, thereby increasing the grants that are passed on to the selected non-profit organization.

STAY UP TO DATE WITH SABOR DE VALLE HIGHLIGHTS



Sabor del Valle



SabordelValleSJ



Sabor del Valle



Sponsor Benefits

-  Increased brand exposure within the local community via logo visibility in event materials, promotions, website and social media
-  Event media coverage and presence at the Sabor del Valle celebration
-  Special recognition in the event press release
-  Opportunity to network with some of the Bay Area's established and rising business and social entrepreneurs at VIP events and festivities
-  A chance to reward your company's leadership with a night of exciting festivities
-  VIP seating and talking with table logo
-  Opportunity to give back to the community: Your sponsorship helps to change the lives of underserved individuals selected through the Sabor del Valle Grant Program

FIRST COME, FIRST SERVE! RESERVE YOUR SPONSORSHIP EARLY!

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Sabor del Valle

Sponsorship Opportunities

Sabor del Valle provides an opportunity to gain valuable exposure for your organization to local community members, Silicon Valley's top business executives and community leaders.

Below are the available sponsorship opportunities and benefits included with each package. We encourage you to see what opportunity best fits your company's needs and secure it today.

PRESENTING SPONSOR: \$10,000 SOLD

The Presenting Sponsor will enjoy several exclusive benefits that are not available in any other sponsorship package.

PRESENTING SPONSOR WILL RECEIVE:

- (10) VIP Tickets to distribute to your key customers, employees, family and friends
- Company Logo on Social Media Wall
- Premiere Seating
- VIP Tickets
- Reserved Seating & Talking
- Logo placement on all social media and digital promotions
- Instagram:
 - ◆ Custom photo and message promoting the Title Sponsor
 - ◆ Additional posts pre-, during and post-event
- Facebook:
 - ◆ Welcome post with sponsor logo
 - ◆ Additional posts pre-, during and post-event
- Premiere placement on the event website with link back to the sponsor's website
- Sponsor logos and links displayed year-round
- Logo on event signage and materials
- Special recognition in the press release
- 2-minute Podium Remarks
- Segment in post-event video
- First right of refusal for Sabor Del Valle, 2021

EVENT SPONSOR: \$5,000 SOLD

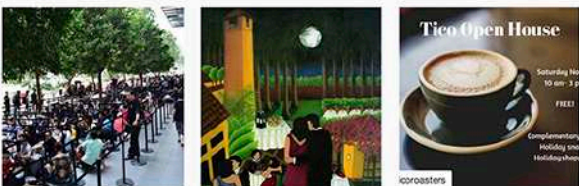
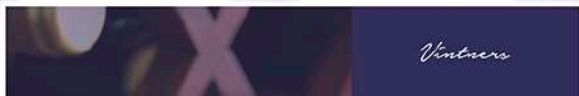
THE EVENT SPONSOR WILL RECEIVE:

- (6) VIP Tickets to distribute to your key customers, employees, family and friends
- Logo placement on all social media and digital promotions
- Instagram:
 - ◆ Custom photo and message promoting the Title Sponsor
 - ◆ Additional posts pre-, during and post-event
- Facebook:
 - ◆ Welcome post with sponsor logo
 - ◆ Additional posts pre-, during and post-event
- Premiere placement on the event website with link back to Sponsor website
- Logo on event signage and materials
- Special recognition in the press release and on the event podium
- Segment in post event video





Sabor del Valle



Sabor del Valle
Chicho's food and custom drinks from San Patricios will be featured at our VIP reception. Delicious! Get your tickets at www.sabordelvalle.org

GOLD SPONSOR: \$2,500

GOLD SPONSOR WILL RECEIVE:

- (4) Event Tickets to distribute to your key customers, employees, family and friends
- Logo placement on all social media and digital promotions
- Instagram:
 - ◆ SDV will post a custom photo and message on Instagram
 - ◆ Additional posts to promote the sponsor will be posted pre-, during and post-event
- Facebook:
 - ◆ Post to welcome a sponsor to the Event
 - ◆ Additional posts to promote the sponsor will be posted pre-, during and post-event
- Logo on event signage and materials
- Special recognition from the event podium
- Special recognition in event press release

SILVER SPONSOR: \$1,500

THE SILVER SPONSOR WILL RECEIVE:

- (2) Event Tickets to distribute to your key customers, employees, family and friends
- Logo placement on social media and digital promotions
- Instagram:
 - ◆ SDV will post a custom photo and message on Instagram
 - ◆ Additional posts to promote the sponsor will be posted pre-, during and post-event
- Facebook:
 - ◆ Post to welcome a sponsor to the Event
 - ◆ Additional posts to promote the sponsor will be posted pre-, during and post-event
- Placement on the event website with a link back to the sponsors website
- Logo on event signage and materials





Sabor del Valle

Marketing Opportunities



CULINARY SPONSOR: \$3,500

Host the food while attendees' network and enjoy the wine and music

Sponsorship includes your logo on all Food Signage, social media and event website with a link back to the sponsors' website

WINE GLASS SPONSORSHIP: Call for pricing

See your logo on every glass that is served to attendees

Each glass goes home with the attendees to continue to enjoy

Includes production, shipping and distribution

Logo promoting your sponsorship on the event website with a link back to the sponsors website

REGISTRATION SPONSORSHIP: Call for Pricing

Serving as the first point of face-to-face engagement at the event, attendees must check in at the registration desk to gain entrance. Value to your company comes from displaying your logo at the registration desk and printing your company name on each lanyard attached to attendees' badges.

- Upon arrival, each attendee will receive a lanyard and badge upon admittance to the event with your company logo
- Hi-res logo required. Cost includes production, shipping and distribution
- Logo promoting your sponsorship on the event website with a link back to the sponsors website





Sabor del Valle

Marketing Opportunities



ENTERTAINMENT BANNER SPONSORSHIP: Call for Pricing

Banner placement will be on stage, behind the entertainment where each attendee will be seeing it throughout the event

This full-color, co-branded banner includes production, shipping and labor

Send us your full-color logo and we will do the rest

Logo promoting your sponsorship on the event website with a link back to the sponsors website



STAGE SPONSORS: \$500 ea or \$2,000 for all 4 ONLY 4 SPOTS ARE AVAILABLE

Buy 1 or all 4 Stage Sponsorships and be seen by all the attendees! Send us your full-color logo and we will do the rest. It's a great way to support the fundraiser while promoting your business. First-come, first-served!



CUSTOMIZED MARKETING OPPS

Customized marketing opportunities are available.

To discuss your needs, contact Donna Castillo at (408) 421-5856 or homes@donnecastillo.com.





Sabor del Valle

Sponsorship Agreement

Thank you for your commitment to support Sabor del Valle's mission.
Just complete the following agreement form to complete your sponsorship.



CHECK ONE OF THE FOLLOWING SPONSORSHIP LEVELS:

- Presenting Sponsor: \$10,000
- Gold Sponsor: \$2,500
- Event Sponsor: \$5,000
- Silver Sponsor: \$1,500

CHECK THE FOLLOWING MARKETING OPPORTUNITIES YOU ARE INTERESTED IN:

- Culinary Sponsorship: \$3,500
- Wine Glass Sponsorship: Call for Pricing
- Registration Sponsorship: Call for Pricing
- Stage Sponsorship: Call for Pricing
- Entertainment Sponsorship: Call for Pricing
- Other: Contact Donna Castillo

COMPANY NAME: _____

COMPANY ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CONTACT NAME: _____

CONTACT PHONE: _____ EMAIL: _____

- Check enclosed for \$ _____
- Send invoice. Payment due no later than 30 Days prior to the event

TERMS:

- Send invoice. Payment due no later than 30 Days prior to the event
- This Agreement constitutes a commitment to be a sponsor of the Sabor del Valle Fundraiser, including payment in full of the herein pledged amounts no later than 30 days prior to the event
- Make payments to "Sabor Del Valle, a 501(c)(3) charitable organization (#47-5201605)

Mail completed sponsorship agreement and payment to:
SABOR DEL VALLE, 3282 CUESTA DRIVE, SAN JOSE, CA 95148



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