

# TASTE OF CLARKSTON

Sunday September 26, 2010 Noon-6 pm on Main Street in Historic downtown Clarkston.

## Prestige Sponsorships

with exhibit option

- Major Sponsor **\$5,000**
  - You will receive premier exhibit area at the event.
  - Hospitality tent for you and your guests provided by the Chamber.
  - Taste Cash/tickets for the event (\$100)
  - Full Year website advertising on www.clarkston.org (value \$1,000)
  - Six free inserts for Advertising Advantage (value \$1,050)
  - Logo in marketing materials and advertising (including volunteer T-shirts at the event)

Thanks to our early bird sponsor for 2010



- KIDZONE Sponsor **\$2,500**
  - Logo on all advertising, flyers, website promoting this event. (4 weeks of newspaper advertising in Clarkston News and Oakland Press)
  - Taste Cash/tickets for the event (\$50)
  - One FREE Advertising Advantage insert mailing
  - Premium Logo placement on sponsorship banners at the event (at Main Ticket Booth, KidZone and the Entertainment Stage)
  - Premium branding/exhibit space at the KidZone areas

### MEDIA SPONSORS



### CORPORATE SPONSORS \$1,500

- ◆ Logo/Name on all advertising, flyers, website promoting this event (4 weeks of advertising in the Clarkston News and Oakland Press)
- ◆ Taste Cash/Tickets for the event (\$25)
- ◆ One FREE Advertising Advantage insert mailings
- ◆ Logo on sponsorship banners at the event (at Main Ticket Booth, Kidzone and the Entertainment Stage)
- ◆ Exhibit Space on Main Street (if requested)

Thanks to our early bird sponsors for 2010



Clarkston Area Chamber of Commerce  
5856 S. Main St., Clarkston, MI 48346  
For more information  
call the Chamber at 248-625-8055 or visit

[www.clarkston.org](http://www.clarkston.org)

Be a FAN of the Clarkston Area Chamber  
Follow the Chamber on Twitter @CACOC



## Exhibiting at the Event

- EXHIBITING PREMIUM **\$1,000**  
Exhibit Space on Main Street  
*(after Restaurants are placed and Corporate booths are assigned.)*
- EXHIBITING GOLD **\$500**  
Exhibit Space on side street
- EXHIBITING SILVER **\$250**  
Value package exhibit space at event  
*Exhibitors will have space reserved for them but they need to bring their own table, tent, chairs.*

## Other Sponsorship Opportunities

- Restaurant Sponsor PREMIUM **\$500**  
You select the restaurant you'd like to sponsor  
Your logo on the Restaurant Banner at event
- Restaurant Sponsor GOLD **\$350**  
The Chamber assigns the restaurant you're sponsoring  
Your logo on the Restaurant Banner at event
- Shuttle Sponsor PREMIUM **\$250 (your logo)**
- Shuttle Sponsor **\$200**
- Shuttle Sponsor VALUE **\$100**

Thank you signage in the Event Shuttle Busses and Vans is posted on the back of every seat. Signage includes names of all the shuttle sponsors and is full color.

Please indicate your selection on this form and FAX BACK to the Chamber for processing. 248-625-8041

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Credit Card # (Visa, MC, AMEX)      Expiration Date      V-Code

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
COMPANY NAME      Contact Person

\_\_\_\_\_  
Address      City      Zip

\_\_\_\_\_  
Phone      Email

Your sponsorship/registration is confirmed when payment is received.

**FAX Back 248-625-8041**



## Family Friendly Taste Festival with Live Music, KidZone Games and Exhibits

### TASTE OF CLARKSTON SUPPORTERS include:

**L. Brooks Patterson**,  
*County Executive, Oakland County*  
**Clarkston Mayor Steve Arkwright**  
**Clarkston City Manager Dennis Ritter**  
**City DPW Bob Pursley**  
**Ind. Twp. Supervisor Dave Wagner**  
**Ind. Twp. Parks & Recreation Director Mike Turk**  
**Ind. Twp. Parks & Recreation Kelly Hyer**

### CLARKSTON AREA CHAMBER OF COMMERCE BOARD OF DIRECTORS

**Johnna Struck**, *President*  
*Changing Places Moving & Services*  
**Bill Burr**, *President Elect*  
*All Saints Cemetery*  
**Donna Bullard**, *Treasurer*  
*Clarkston Brandon Community Credit Union*  
**Steve Hyer**, *Secretary*  
*IGD Solutions Inc.*  
**Heidi Wood**, *Immediate Past President*  
*Genisys Credit Union*  
**Don Bolton**, *Clarkston State Bank*  
**Sue Fryer**, *Susan's Hallmark of Holly*  
**Kevin Harrison**, *KH Home*  
**Kelley Hinsperger**, *LaFontaine Automotive Group*  
**Jackie Kopp**, *ATD Solutions*  
**Lou Melone**, *Budd Melone & Associates*  
**Mike Mercier**, *PC Miracles*  
**Al Roberts**, *Clarkston Community Schools*  
**Jason T. Ryan**, *Vision Fuel Media*  
**Jim Summers**, *Palace Sports & Entertainment*  
**Kevin Tompkins**, *McLaren Health Care*  
**Tammy Ulyart**, *Four Seasons ChemDry*  
**Shelagh VanderVeen**, *Ind. Twp. Clerk*

**MISSION**  
*To promote and enhance business opportunities in the Clarkston Area for our members.*

September 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**Sunday**  
**September 26, 2010**

Set up: 8:30-11:30  
OPEN to the public Noon-6  
[www.clarkston.org](http://www.clarkston.org)

Hosted by  
Clarkston Area Chamber of Commerce  
Independence Township Parks & Recreation  
City of the Village of Clarkston

## Sponsorship and Exhibiting Opportunities

With 13 years of operation, the partnership between the Clarkston Area Chamber, Independence Township Parks & Recreation and City of the Village of Clarkston continues to produce high quality events year after year.

Taste of Clarkston aims to be one of the easiest and fun Taste Fest events that you will participate in.

## We invite you to be a part of this well loved community event!

- ◆ We've got the audience! Even with rain, we know we can get several thousand people into the downtown area for 6 hours on a Sunday afternoon.
- ◆ This event is structured to be family friendly, providing a safe, fun environment for a community block party/celebration.
- ◆ Sponsorship Levels at a variety of price points.
- ◆ Exhibiting\* opportunities at an event that can bring in 15,000-18,000 people in one afternoon.
- ◆ This is a local and loyal audience. Market research tells us that most Taste visitors come from a Clarkston zip code and/or are invited by friends and family that live in the Clarkston area.

\*Space is limited--reserve your spot as soon as possible!

13th Annual

# Taste of Clarkston



Sunday, September 26, 2010

On Main Street in Historic Downtown Clarkston

Set up by 11:30 **(No vehicles allowed on Main St. after 10:30)**

Serving Noon-6 p.m.

## MARKETING PLANS

This year's marketing plans include an increased level of grassroots marketing, contacting area schools, churches and non-profit organizations.

Yard signs, along with increased newspaper advertising in the Marquee section of the Oakland Press, the Clarkston News and Hometown Connection Magazine. (We plan to do multiple weeks of advertising for Taste of Clarkston.)

## THE CROWD

Strong local support for this event brings 15,000-18,000 visitors during the day. 72% of attendees in 2007 came from a Clarkston zip code. The majority of additional visitors found out about the event from friends and family who live in the Clarkston Area.

## PLANNING HOW MANY PEOPLE YOU CAN REACH IN ONE AFTERNOON

Your booth will have a steady stream of prospective customers, no matter your location.

## WHAT MAKES A GREAT EXHIBIT?

What you would like to exhibit is up to you. We know from past exhibitor and guest comments that booths/displays that have an interactive element, demonstration or game attract more interest. Think about things like a putting contest, wheel of fortune, demonstration of your services or walk-thru display to entice guests to learn more about your business and services.

## CAN WE SELL AT OUR BOOTH?

Yes. **Please be aware that you may NOT sell or give away food or beverages at your booth (that can be consumed on site).** Other products and services, souvenirs, artwork, gift baskets etc. may be sold or raffled off during the event.

## CAN WE GIVE THINGS AWAY AT OUR BOOTH?

That's up to you. Certainly you would like to collect pre-qualified leads information at this event. Put up a fish bowl for a drawing for a gift basket. Giveaway items that coordinate with this event, like a reusable grocery bag, lunch bag, take out container or plastic wear for lunches or left overs or other items might be in high demand because of the nature of the event.

## HOW MANY RESTAURANTS WILL BE THERE?

We plan for around 35 restaurants. For the past 5 years we've had a minimum of 30 restaurants participating and a maximum of 38.

## SET UP, PARKING and RESTOCKING

Reserve parking permits will get you and your staff close to the event and allow you to leave and return during the day.

## CAN WE PICK OUR LOCATION?

The set up map is coordinated with Parks & Recreation, Police and Fire to allow for maximum safety to your staff and our audience.

Then we look at electrical needs. This is an older village/downtown and electrical access limits where we can place you and our restaurants.

We will try to accommodate personal requests for location but cannot promise you will be where you were in previous years or where you'd like to be this year.

Higher price level exhibitors will have higher visibility exhibit locations.

Please understand that we have many issues to coordinate with this one day event. We greatly value your participation.

## ELECTRICAL ACCESS

We are very limited in the amount of electricity we have available on site. If you are planning to bring electrical equipment, let us know as soon as possible. And be prepared for a back up plan in case we are blowing fuses and cannot get you the access you need.

## TABLES AND TENTS

Due to the scope of this event, we maximize all our resources for tables, tents and chairs. Exhibitors must plan to bring their own items to set up.



## Timeline CHECKLIST

By July 1, 2010

**DEADLINE** for Corporate, Entertainment, Kidzone Sponsorship levels.

By August 26, 2010

Tell us what your exhibit space needs are for this event and how many reserve parking permits you will need for the day of the event.

**CHAMBER FAX**  
248-625-8041

**CHAMBER EMAIL**  
Penny@clarkston.org

September 26, 2010

Arrive and set up by 11:00 a.m. at the Taste of Clarkston.

Vehicles are not allowed on Main St. after 10:30 a.m.

6:00 p.m. END of event. Please break down your area carefully and watch for pedestrians and volunteers as you drive up on Main St. to load and leave.

