

**2010 Sponsor / Commercial /
Business Promotional Booth Application**

September 1, 2010

Dear Prospective Sponsor,

The "Paseo Arts & Holly Fest" will be a "Holiday Art Event" featuring juried fine arts, hand-crafted creations, entertainment, delectable edibles, and a unique offerings section featuring "Tech the Halls" (presented by Paseo Colorado). This unique setting will feature fantastic decorations and an enchanting atmosphere with displays to serve as a community event for visitors, residents and families

This event will consist of a variety of selected offerings that must be uniquely different from PC retailers and will highlight artisans that handcraft their own creations. This event is open to fine, traditional, contemporary arts, fine confectioners, hand-made select crafts, music, unique offerings, and gourmet edibles.

The Paseo Arts & Holly Fest will be held December 18-19, 2010 at Paseo Colorado in Pasadena, CA, one of Pasadena's finest and upscale tourist shopping destinations. With millions of shopper visits annually, we expect a great turnout for this event in a gorgeous, open-air town center setting. Both Level 1 and Level 2 will be transformed into an upbeat, happy & fun atmosphere with fine artists, craftsmen, musicians, confectioners, sponsors, and entertainers that welcome patrons to share their one-of-a-kind creations and the creative processes that bring about handmade works from the human spirit.

This letter is an open invitation for sponsorship for our Winter 2010 event. The demographics of this venue are enough to attract the attention of any business concerned with branding their products to the medium, high-end, and affluent consumer. Please review the available sponsorship packages and feel free to contact us with any questions and/or special requests. We look forward to welcoming you to an exciting and successful event!

Sincerely,

*David Drake, Show Director
Paseo Arts & Holly Fest
(877) 529-3222 aka (877) LaydBack
(562) 372-2980 Festival Hotline
(562) 372- 4229 Dave's Direct Line
(909) 941-1925 Fax*

Paseo Arts & Holly Fest

December 18-19, 2010

2010 Sponsor / Commercial / Business Promotional Booth Application

This is an application for consideration to be accepted as a sponsor for the Paseo Arts & Holly Fest, to be held December 18-19, 2010 in Pasadena, CA, at the Paseo Colorado in Pasadena, CA.

(Please Print or Fill Out with PDF Viewer)

Name _____

Business Name (dba) _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone _____ Cell _____ Fax _____

Email _____ Website _____

CA Seller's permit #: _____

Please choose a booth size and sponsorship package below. Preference will be given on a first come first served basis and upon time stamp receipt of application. *****Please contact us with any special requests regarding pricing and space size needs (i.e. 10x10 or larger). White Canopies are preferred.***

- ☐ **\$750 Silver Fest Sponsor**
- 1 Year License to add the 2010 Festival Name to your business materials as an "Official Sponsor"
 - 1 Booth Space (10'x10') to build awareness of your brand and business in the community
 - Priority Placement and Consideration for Subsequent Festival Events
 - Listing in Event Program pending participation

- ☐ **\$1000 Gold Fest Sponsor**
- 1 Year License to add the 2010 Festival Logo to your business materials as an "Official Sponsor"
 - 1 Booth Space (10'x10') to build awareness of your brand and business in the community
 - Priority Placement and Consideration for Subsequent Festival Events
 - Listing in Event Program pending participation
 - Ad Logo in Official Event Program pending participation

- ☐ **\$1,500 Paseo Platinum Sponsor (BEST VALUE)** *limited availability 12-15 (max.)
- Prime Festival Location
 - 1 Year License to add the 2010 Festival Logo to your business materials as an "Official Sponsor"
 - 1 Booth Space (10'X10') to build awareness of your brand and business in the community
 - 2 Tables and 2 Chairs upon request, White Canopy (optional fee)
 - Priority Placement and Consideration for Subsequent Festival Events
 - Listing in Event Program pending participation
 - Ad Logo in Official Event Program pending participation
 - 1/4 Page Display Ad in Event Program pending participation
 - Website Logo and Link
 - Ad Logo to all Poster and Signage when practical & where available (also time sensitive)

Please call for potentially local small business and charity consideration discounts if applicable, pending availability.

Paseo Arts & Holly Fest

December 18-19, 2010

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\$2,500-\$10,000 Arts & Holly Masterpiece Sponsor *Limited to 4 sponsors only*

- Prime Festival Location
- Website Logo and Link
- Priority Placement and Consideration for Subsequent Festival Events
- 2 Tables 2 Chairs 1 Banner, 1-5 White Canopies (relative to sponsorship level)
- Listing in Event Program with Logo, 1/2 page Display Ad pending participation
- 1 Year License to add the 2010 Festival Logo to your business materials as an "Official Sponsor"
- Logo and Co. Name Presence in all applicable TV, Radio, Outdoor Ads, Signage, Print, etc relative to participation
- 1 Premium Booth Space (10'x20'+), space relative to sponsorship needs to build awareness of your brand & business

Please state any special requests with regard to booth location and size requirements:

Describe your business and what you will bring to the event:

How many years have you been exhibiting at events?

Please list any previous events at which you have exhibited:

Please tell us anything interesting that could help us get you and your products media exposure.

Please submit the following (electronic images acceptable via email application and preferred) :

- At least one high resolution image of your company logo & photos to be used in collateral materials.
- At least one photo of your outdoor display (**Mandatory for new entries.**)
- Check or Money Order payment for Booth Size and Package selection
(or you may also contact us for credit card payment)

Credit Card Information may be sent to:

LaydBack Productions PO Box 2601 Rancho Cucamonga, CA 91729
applications@PaseoHollyFest.com
Call (877) 529-3222
Fax :909-941-1925

Paseo Arts & Holly Fest
December 18-19, 2010
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*By signing and submitting this application you agree to all of the above and the following:
Images/pictures/video/sound clips, written submissions, and intellectual property materials will be returned with SASE and proper postage and may be used for promotional purposes.

If accepted the undersigned acknowledges receipt of the rules and regulations and agrees that he or she will comply with the rules. Failure to comply fully with all rules and regulations will result in forfeiture of right to participate in future VG Festival of The Arts events/activities and/or immediate removal from the event site. All participants shall indemnify, defend and hold harmless the City of Pasadena, Paseo Colorado Holdings LLC, Diversified Developers Realty, LaydBack Productions (LBP), its officers, officials, agents and employees from and against any and all claims, demands, lawsuits, penalties or liabilities by any name and of any kind or nature whatsoever, which the City of Pasadena, Diversified Developers Realty, Paseo Colorado Holdings LLC, LaydBack Productions, its officers, officials, agents and employees may sustain or incur or which may be imposed upon them or any of them for injury due to death of any person or damage to any property as a result of or arising out of the participant's acts of omission in connection with the Paseo Arts & Holly Fest.

The undersigned certifies that he/she is responsible person referred to in the rules and that he/she is authorized to execute the permit and release and waiver forms on behalf of the group. The undersigned has read the release and waiver clause in the permit and hereby agrees to be bound by its terms.

Sponsor agrees that NO MONEY will be exchanged, and no sales are made onsite unless pre-approved by LBP (lead generation only) per City Business License regulations and unless a Valid CA Sellers Permit is attained and presented prior to the event. Failure to comply will result in immediate removal from the event site, and sponsorship fee will be forfeited without refund.

Show Location address: Paseo Colorado, 280 Colorado Blvd., Pasadena, CA 91101

Credit Card Authorization (If paying your Application/Space Fees by Credit Card please fill out the form below).

Your card will not be charged the applicable funds needed for the space rental fee unless you are accepted to participate in the event.

Note: No refunds are available after 60 days previous to event dates.

Card Type: Visa___ M/C___ Amex___ Disc___ Card#: _____

Name on Card: _____ Card Expiration Date: _____

Card Billing Address: _____ CIV Code: _____

Signature _____ Date _____

Print name _____

Submit all correspondence and checks via USPS to:

LaydBack Productions
PO Box 2601
Rancho Cucamonga, CA 91729

Send all electronic applications and photos with Credit Card Information to:
applications@PaseoHollyFest.com or call (877) 529-3222
Fax :909-941-1925

LaydBack Productions, PO Box 2601, Rancho Cucamonga, CA 91729 (877) 529-3222 (909) 941-1925 FAX
Website: www.PaseoHollyFest.com Email: info@PaseoHollyFest.com

Paseo Arts & Holly Fest December 18-19, 2010

Participating Exhibitor Rules and Regulations

- 1) **Show hours are Saturday 10am-6pm, and Sunday 11am-6pm.**
- 2) Once a sponsor has been approved and a space has been allocated, the sponsor must participate, submit all permits, and collect 8.75% Los Angeles County Sales Tax on all items sold. Cancellation Policy: There will be no refunds or credit given for any reason although special circumstances may be considered 60 days prior to the event.
- 3) Waiting Lists: If you have been put on our waiting list, no fees will be deposited until you are accepted to the event.
- 4) The event will take place rain or shine and any determinations for show closure due to inclement will be made by the show management.
- 5) We provide the space only depending on participation levels and no tents, canopies, etc. are provided unless noted and reserved. No space may be sold, sublet, or transferred. Each entry may encompass only one business and spaces may not be shared.
- 6) All sponsors must be appropriately dressed with professional attire and conduct themselves in a professional manner at all times. If you have a problem please contact one of our friendly event staff members.
- 7) Electricity will not be provided unless pre-arranged and reserved, although it is available under limited circumstances. Please contact show management for special requests.
- 8) All booths are asked to have white canopies unless pre-approved and all equipment used must be clean and orderly at all times. No equipment, trash, etc. will be stored in, around, or behind booths and visible to the public. *This is a very nice, clean, and beautifully marketed place to show and you will see why this is so important when you see the location. We photograph/document booths & trash left at each event and will bill you \$100 minimum for disposal services, so please clean up. All booths will be considered abandoned by closing time and will be disposed of if not claimed. Emergencies happen so be prepared with a back-up plan. We are not responsible for disposal of booth, equipment, or contents disposed of as a result of emergency situations. The show directors cell phone may be contacted in cases requiring immediate attention at 909-709-5316.*
- 9) No alcoholic beverages are to be consumed on the premises during the show hours of operation, set-up or tear-down.
- 10) Security is strict and will be enforced 24hrs, 7 days a week. Due to the upscale nature of the high end retailers and merchandise at this facility, there are cameras well positioned throughout the entire venue and parking lots. There is also a security station on the premises, and there will be additional security on Saturday night. The security of your inventory and equipment is ultimately your sole responsibility, and you agree that we assume no risk or liability for the contents of your booth.
- 11) No large/tall banners, signage, etc. will be allowed to be displayed outside or above 10 feet on an exhibitor's booth and all signage must be presented professionally and approved by show management at the show. Determinations will be made at show management's discretion.
- 12) Show management reserves the right to designate binding policy determinations at any time necessary on a case by case basis for the betterment of the show.
- 13) Exhibitors must stay within the confines of their space and will not be allowed to place merchandise or chairs outside their booth parameters or obstruct fire lanes/gardens/pedestrian paths, etc.
- 14) No radios will be allowed. The festival management and PC will not allow this.
- 15) Business licenses, CA sellers permits, health permits (food vendors), business insurance, etc. are the sole responsibility of each exhibitor.

Please see contact information below.

CA Seller's Permit: *Mandatory for any participant accepting monies at the event.*

Show Location address: Paseo Colorado, 280 Colorado Blvd., Pasadena, CA 91101

If you have any questions regarding these rules and regulations, please contact us via the following:
applications@PaseoHollyFest.com or call (877) 529-3222

LaydBack Productions, PO Box 2601, Rancho Cucamonga, CA 91729 (877) 529-3222 (909) 941-1925 FAX
Website: www.PaseoHollyFest.com Email: info@PaseoHollyFest.com

Paseo Arts & Holly Fest December 18-19, 2010

Marketing & Advertising Campaign

The goal of our marketing campaign is to attract the attention, interest, desire, and action of families, visitors, and the community by using compelling images and messages. By the using statistical significant data in our selection processes, we plan to target segments of the market with invitations that will promote awareness of the event, exhibitors, and it's sponsors. The result will be an event, brand, and image that will be perceived as a future tradition and delivered so that all attendees will receive the full impact of the marketing campaign.

Advertising & Promotion

The Festival will be ambitiously advertised throughout the regional consumer markets. All mediums will be chosen pending funding and exhibitor participation.

Public Relations

LaydBack Productions (LBP), the event organizer, is affiliated with hundreds of local and national media organizations that will be sent press releases to roll-out this event with regional fanfare.

Television

TV spots have been produced with the help of DV Crew and Emmy award winning director Mark Hovater. These short form spots are designated to feature the event highlights, surrounding attractions, artisans, and target audiences that fit the demographics of medium to affluent home owning festival attendees with a surplus of disposable income.

Radio

Local radio stations appropriate to the venue will be invited to set up live feed transmitting stations direct from the event festivities. We also plan to schedule spots with event details to include the participating exhibitors and contributors.

Newspapers & Print

All regional and local newspapers will be distributed press releases about the Festival, and there will be additional print display advertising in various major news publications throughout the region. In addition, our flagship media outlets, Craftmaster News, Art & Crafts Show Yellow Pages, Sunshine Artist, Fine Art America, Festival Net Online, and The Hive will be featuring the event.

Outdoor Signage

Electronic signage in key locations near the event proximity are also planned to get the message out to potentially thousands of people. The purpose of the message will be intended to excite, entice and compel festival goers' attention, interest, and attendance. Festival ads & signage with festival imagery and details will also be distributed to applicable homes and merchants throughout the area.

Indoor Signage

Signage & Collateral Materials are also scheduled to be placed strategically at all local participating retailers in the weeks prior to the event.

Direct mail

An aggressive campaign of direct mailings is planned for the weeks preceding the event to include thousands of affluent homeowners in the area in addition to a promotional mailing to regular Paseo patrons. Combined direct mailings with local mailing lists will encompass the majority of local event attendees.

Internet

Press releases among all major Internet news blogs, event sites and affiliates will help drive traffic to the event. We will be aggressively marketing all potential avenues in regards to online notification, "word of mouth", resulting in exponential awareness. Our mastery of information technologies with CMN will be implemented to exert a wide reach & frequency to produce measurable results and ample attendees.

Event Program

Event programs will be printed and distributed throughout the event pending sponsor participation.

"Marketing...the costs of doing business, return on investment...priceless"

Paseo Arts & Holly Fest December 18-19, 2010

Reasons to Sponsor

- **New Opportunities with Community and Businesses**
- **Attendance to this event will be significant and substantial**
- **Media Coverage/Exposure Valued at up to \$30K + residual**
- **Testing New Products and Services with Primary Research**
- **Brand Awareness to Potentially Millions w/ Platinum + Level**
- **Support of Live Artisan Demonstrations, the Arts, Entertainment and Culture**
- **Demographics and Exposure: 25-45+, 97K Avg. Income, 20K+ attendance est.**

Support of Live Artisan Demonstrations, the Arts, Entertainment, and Culture will always yield a return on investment for all interests involved in the betterment of a civilized society. The rewards that come about inspire children of the future and adults of all backgrounds to appreciate the accomplishments and possibilities of humanity.

The demographics of this show are enough to attract the attention of any business concerned with branding their products to the medium, high, and high-end consumer with resources to afford and finance some of the most affordable, finer, and customized things in life. The exposure to these audiences will yield real-time and residual returns for any company's bottom line.

New opportunities for networking with community and creating business connections will prevail with every sponsor that is chosen. Limited sponsorships and strategic packages will allow minimal competition and an exclusive presence for potentially years to come.

Attendance to this event will be impressive and substantial enough for any company to commit resources. The ability to reach the audiences in attendance will be an opportunity that only presents itself with this type of special event. Future participation will not be guaranteed but preference will be given to initial participants for subsequent events.

Media coverage and exposure valued at up to 30K+ are forecasted with full sponsor participation to enable an what is expected to be and overwhelmingly positive response that any marketing manager could justify with quantifiable leads and returns.

Testing new products and services are part of the costs of doing business. By collecting data and statistics from this venue, through primary research, the benefits of mass marketing can never be underestimated and can prove invaluable. The retail environment of this event will be perfect for determining specific segments, target markets, and consumer behavior.

Building brand awareness with every level of sponsorship will be foremost with our program. By marketing to potentially millions of consumers the benefits from any level of sponsorship will enable your company to take advantage of and receive maximum exposure from virtually every marketable vantage point.

We strongly encourage inquiries and applications be submitted as early as possible so that our marketing team can launch a comprehensive package to start getting you qualified leads and help your business achieve growth projections and sales goals. **Contact Dave Drake today at (877) 529-3222.**

“Planning sooner is always better than later...to make your company go from good to great.”