



The Encino Chamber of Commerce presents  
**The 24th Annual 'A Taste of Encino'**  
Sunday, October 9, 2011

## **MEDIA Sponsorship - Participation Information**

The 24th Annual 'A Taste of Encino', hosted by the Encino Chamber of Commerce,  
We're moving **BACK** to VENTURA BLVD. and we don't want you to miss the opportunity to participate!

**LOCATION:** Ventura Boulevard in Encino (between Balboa Blvd. and Amestoy Ave.)

**DATE:** Sunday, October 9, 2011  
10am to 5pm

**ACTIVITIES:** Restaurants & Food Purveyors / Sponsors  
Arts & Crafts Booths / Business & Home Expo  
Health & Wellness Pavilion / Disaster Preparedness Exhibits  
Non Profits / Local Schools / Children's Activities  
Entertainment & Beverage Garden

**PROMOTIONS:** Newspapers / Magazines / Various Media  
Taste of Encino Website / Street Pole Banners on Ventura Blvd.  
Encino Chamber of Commerce Monthly e-Newsletter 'The Envoy'  
Flyers / Internet Advertising / Posters and much, much more

**PARTICIPATION:**

1. Space cannot be shared.
2. No drug related items will be sold.
3. All booths must be appropriate for family viewing.
4. Alcoholic beverages are prohibited in booths and attractions.
5. Each exhibitor must have their California resale permit available for inspection and is responsible for collection of sales tax.
6. No food or beverages can be sold or served in booth.
7. Set-Up may start at 6am – entering from Balboa Blvd., and moving your vehicle to your assigned spot. You must be in your assigned spot by 9am.
8. You are permitted to bring only one vehicle onto the setup area. You will be given only one assigned parking space. Your vehicle must be immediately removed from the venue after unloading and moved to your assigned parking lot.
9. Booth number will be assigned to you when you enter on Sunday morning.
10. Break Down starts at 5pm. Please pack all your belongings before you bring your vehicle on to Ventura Blvd. Traffic Control will direct your exit.
11. You may not exit your booth or the event until the Fire Marshall deems it safe and instructed to do so by an authorized 'A Taste of Encino' representative.

The Encino Chamber of Commerce reserves all rights with respect to presentation, participants and sales not permitted at the Taste of Encino, including rights to shut down on the day of event those not in compliance with the Taste of Encino rules & regulations. No refunds will be given.

Application does not guarantee acceptance, notice of acceptance of your Participation will be sent with your Parking Permit in September. All decisions are final. **No refunds will be given.** If you have any questions, please contact the Encino Chamber of Commerce at 818-789-4711.



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**GOLD MEDIA SPONSOR**

*Valued up to \$10,000*

1. **Prominent identification as a GOLD SPONSOR** in all written advertising & promotional materials including Newspapers, Publications, Posters, Flyers, etc.  
**Your company name & logo will appear on thousands of impressions.**
2. Festival **10x10 Canopy Booth** will be provided to display products and/or service.
3. **Booth banner/sign** with your company name **notating GOLD SPONSOR.**
4. Your name displayed as a **GOLD SPONSOR** on our official website with a **link to your website.**
5. **Contractual use of the 24th Annual 'A Taste of Encino' name & logo in all advertising and promotional materials.** *This recognition through association with one of Southern California's most popular events is an excellent way to display community support and spirit.*
6. *Your company name displayed on an 8-ft banner at a point of entry.*

**SILVER MEDIA SPONSOR**

*Valued up to \$5,000*

1. **Prominent identification as a SILVER SPONSOR** in all written advertising & promotional materials, including Newspapers, Publications, Posters, Flyers, etc.  
**Your company name will appear on thousands of impressions.**
2. Festival **10x10 Canopy Booth** will be provided to display products and/or service.
3. **Booth banner/sign** with your company name **notating SILVER SPONSOR.**
4. Your name displayed as a **SILVER SPONSOR** on our official website with a **link to your website.**
5. **Contractual use of the 24<sup>th</sup> Annual 'A Taste of Encino' name & logo in all advertising and promotional materials.** This recognition through association with one of Southern California's most popular events is an excellent way to display community support and spirit.

**CONTACT**

**Diana Donovan, CEO ~ Encino Chamber of Commerce Office**

4933 Balboa Blvd., Encino, CA 91316

Tel (818) 789-4711 ~ Fax (818) 789-2485 ~ [Diana@encinochamber.org](mailto:Diana@encinochamber.org)



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**Media Sponsor  
 Participation Application**  
*Applications are due no later than June 30, 2011*

\*Company Name \_\_\_\_\_

\*Representative \_\_\_\_\_

\*Address \_\_\_\_\_

\*Phone \_\_\_\_\_ cell \_\_\_\_\_ \*fax \_\_\_\_\_ e-mail \_\_\_\_\_

\*Sponsor Level: Circle One: **SILVER GOLD** \*In Kind Value \$ \_\_\_\_\_

\*Are you interested in a booth? Circle yes or no: **YES / NO** (booth size = 10 x 10 w/canopy)

\*Do you need Electricity? Circle yes or no: **YES / NO** \*Section \_\_\_\_\_

\*Banner/sign should read \_\_\_\_\_  
 \*required field

**Media Sponsorship Benefits**

- All parties agree \_\_\_\_\_ shall be designated as an Official Sponsor of 'A Taste of Encino', the 24th Annual Encino Food, Beverage and Entertainment Event.
- As part of this Sponsorship Agreement, the Sponsor will receive a \_\_\_\_\_ (size) booth, if requested above.
- The Sponsor name and/or Logo will appear on all advertising and promotional materials wherever applicable. This may include (but not be limited to) posters, flyers, etc. The sponsor must supply (color & black/white logo) camera-ready artwork in a timely manner, no later than June 30, 2011.
- Sponsor has the right to use the 'A Taste of Encino' logo and name on its own advertising/promotional materials.
- Sponsor product banners may be placed at the venue. These banners may not exceed 5'x10' and must be approved in advance by the 'A Taste of Encino' committee, who also reserves the right to limit the number of such banners.

**Media Sponsor Obligations:**

- Media Sponsor** \_\_\_\_\_ shall supply the 'A Taste of Encino' a promotional package along with this agreement no later than June 30, 2011.
- This executed Media Sponsorship Agreement is due to the Encino Chamber of Commerce no later than June 30, 2011 which must include the Sponsor's camera-ready color, black & white artwork of the sponsor's name/logo for use in an 'A Taste of Encino' advertising/promotional material.
- The 'A Taste of Encino' name and logo when used by the sponsor shall be of high standard and of such type, appearance and quality suited to the proper promotion of the 'A Taste of Encino'. Sponsor shall submit in writing, in advance of their intended use of the 'A Taste of Encino' name and logo authorized by this agreement. If the 'A Taste of Encino' does not respond within seven (7) business days of receipt of such a request, sponsor shall be deemed to have received approval for such proposed use.



**2011 INSURANCE INFORMATION & INDEMNIFICATION AGREEMENT**

**PERMITS AND TAXES:**

Vendor/Exhibitor/Sponsor assumes all responsibility for any and all applicable sales tax as well as income, workers compensation, social security or any related County, State or Federal taxes that may be in effect as a result of their obligations at this event. Vendor/Exhibitor/Sponsor is also responsible for all required and proper special event business and health permits that may be required to do business in the County of Los Angeles and the State of California. Vendor/Exhibitor/Sponsor agrees to defend and indemnify The Encino Chamber of Commerce and it's Officers, Directors, Members, agents, employees and representatives from any claim, demand or action relating to any liability relating to all permits and taxes.

**INSURANCE:**

**Vendor/Exhibitor/Sponsor will provide and maintain, at its sole expense, insurance as set forth below, and provide a Certificate of Insurance evidencing same, naming A Taste of Encino, Encino Chamber of Commerce, Bureau of Street Services, Department of Transportation, County of Los Angeles and the City of Los Angeles as additional insured's. Said certificate shall be in effect for the period including, but not limited to, 12:00am on Sunday, October 9, 2011 through 11:30pm on Sunday, October 9, 2011.**

Said insurance shall be primary to, and not in conflict with any other insurance maintained by the above mentioned "additional insured's". Insurance shall include, but not be limited to, Comprehensive General Liability endorsed to Premises, Operations, Contractual Broad Forms, Property Damage and Personal Injury with a combined single limit of not less than \$1,000,000 per occurrence. If written with an annual aggregate limit, the policy limit should be three times the occurrence limit. Failure of Vendor/Exhibitor/Sponsor to provide and maintain said required insurance shall constitute a material breach of its involvement with the 'A TASTE OF ENCINO' with no refund entitlement or other consideration for its paid fees, nor shall it lessen Vendor/Exhibitor/Sponsor's overall liability and responsibility.

If said Certificate of Insurance is written on a Claims Made Form, Vendor/Exhibitor/Sponsor shall continue to name the aforementioned "Additionally Insured's" or provide an extended coverage period for all applicable statutes of limitations beginning upon termination or cancellation of Vendor/Exhibitor/Sponsor involvement in the 2011 'A TASTE OF ENCINO'. Certificates of Insurance must be mailed or faxed to the office of the Encino Chamber of Commerce at 4933 Balboa Blvd., Encino, CA 91316. FAX 818-789-2485. **Insurance Certificates must be received no later than September 20, 2011.** If said copy is transmitted by facsimile, an original must follow by mail to the same address.

**INDEMNIFICATION RELEASE AND WAIVER OF LIABILITY:**

By its signature below, Vendor/Exhibitor/Sponsor assumes all responsibility for the sales of its products, materials and/or services and the actions by any of its employees or agents occurring immediately before, during or after the 2011 A Taste of Encino. By its signature below, Vendor/Exhibitor/Sponsor agrees to indemnify, defend, save and hold harmless the 2011 A Taste of Encino, Encino Chamber of Commerce and it's Officers, Directors, Members, agents, employees and representatives, Bureau of Street Services, Department of Transportation, County of Los Angeles and the City of Los Angeles and any officers, agents or employees of agents from any and all claims for damages of any nature whatsoever including, but not limited to, death, personal injury, or property damage arising from or connected to, directly or indirectly, its operations, equipment, products, services, as may occur immediately before, during or after the 2011 'A Taste of Encino'.

**CANCELLATION:**

If the 2011 'A Taste of Encino' is canceled in total or part for any reason/cause by the 2011 'Taste of Encino', Encino Chamber of Commerce, Bureau of Street Service, Department of Transportation, County of Los Angeles, and the City of Los Angeles, the Vendor/Exhibitor/Sponsor shall not be entitled to any refund. Please note that the 2011 'A Taste of Encino' has no scheduled "rain date" or "postponement date". Optional "Rain Insurance" is available at an additional cost.

**Please make a reservation in our name for the 2011 'A Taste of Encino' as a participating Sponsor/Vendor/Exhibitor. Enclosed please find a check in the amount of \$ \_\_\_\_\_ (made payable to the ECC). We have read your Vendor/Exhibitor/Sponsor Information Package, as well as, the details of this reservation form including the important paragraphs on Permits, Taxes, Insurances, Indemnification and Cancellation and we agree to be bound by its contents.**

**Sponsor/ Vendor / Exhibitor** \_\_\_\_\_ **Date** \_\_\_\_\_

**Print Name** \_\_\_\_\_ **Authorized Signature** \_\_\_\_\_

**Title** \_\_\_\_\_ **Tele: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_** **Fax: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_**

**Email Address:** \_\_\_\_\_ **Website:** \_\_\_\_\_