

California Agriculture MUSEUM

Home of the Heidrick Tractor
Collection & Event Center

Collecting
Since 1930



Founded
In 1995

Dear Ag Museum Sponsor:

Our annual *Tractors & Brews* fundraising event is on June 16th, from 6pm to 9pm. The food and beverage tasting attracts more than 400 guests who experience a new art exhibit and artifacts that tell the California Ag Story. This event is an opportunity for the community, members, and donors to mingle with friends, acknowledge regional efforts, and showcase new exhibits in an arena of fine foods, brews, and wines, and enjoy our signature drink. We've moved artifacts and added new exhibit features, so we encourage you to **sponsor this event with a financial contribution or an in-kind gift to promote your business or enjoy the rewards of investing in the culture of agriculture.**

The California Ag Museum and Event Center is home to hundreds of events annually, welcoming more than 45,000 guests into our four rental facilities and museum. An average of 54,000 vehicles pass by the Museum on I-5 daily. By becoming one of our **event sponsors**, you can be one of the companies we promote on our social media platforms.

We also encourage you to inquire about becoming a preferred partner and work with us year round. Ask our Event Specialist for more details. Please review the sponsorship application and contact us with any questions that you may have: *1962 Hays Lane, Woodland CA 95776, (530) 666-9700, events@aghistory.org, California Ag Museum.org.*

Tractors & Brews – Sponsor Package – June 16th 2016

- \$1,000 California Package
- \$500 Tractor Package
- \$250 Museum Package

*The application is due **April 30th, 2016** in order to receive all marketing benefits in 2016. By signing here I agree to all of the terms and conditions set forth in this agreement:*

_____ Date _____

California Sponsor Package \$1,000

- Your business logo or photo on the California Agriculture Museum website, with a link to your website.
- Place your rack cards in our museum lobby.
- Banner hung on our freeway fence, in a preferred location, during June. (Please provide us with your banner by May 20th, 2016.)
- First opportunity for in-house expos and events, subject to other fees and terms.
- Invitation to provide small-bite or sips (tastings) at the museum's annual June donor reception in a premiere location. This is a marketing opportunity for you to showcase your product to several hundred of our core supporters.
- Entrance for four (valued at \$120).

Tractor Sponsor Package \$500

- Your business name, address, and phone number listed in the preferred partners list on our website, and space for your rack cards in our museum lobby.
- Banner hung on our freeway fence in June, 2016. (Please provide your banner by May 20th 2016.)
- Second opportunity for in-house expos and events, subject to other fees and terms.
- Invitation to provide small-bites or sips (tastings) at the museum's annual June donor reception. This is a marketing opportunity for you to showcase your product to several hundred of our Museum's core supporters.
- Entrance for four (valued at \$120).

Museum Sponsor Package \$250

- Your business name, address, and phone number listed in the preferred partners list on our website, and space for your rack cards in our museum lobby.
- Third opportunity for in-house expos and events, subject to other fees and terms.
- Invitation to provide small-bite catering or sips (tastings) at the museum's annual June donor reception. This is a marketing opportunity for you to showcase your product to several hundred of our core supporters.
- Entrance for two (valued at \$60).

Sponsor Expectations and Agreements

- Please submit payment plus a copy of your client contract no later than **APRIL 30th 2016** in order to receive all benefits listed for *Tractors & Brews* 2016.
- Sponsors providing products to fulfill the sponsorship should be aware that the facility is a museum foremost, and should be treated with great care and respect.

- Sponsors providing food or beverage service for California Ag Museum events have the sole responsibility to provide proof of current licensing including **Yolo County Health Permit, ABC license and/or bartending certification, and food handlers certificate.**
- Sponsors providing tastings or showcasing products are encouraged to provide samples, advertising materials, and pricing information for the purpose of fielding inquiries from potential customers.
- The sponsor will coordinate directly with Museum personnel at events@aghistory.org or by phoning 530.666.9700.
- Sponsors work with staff and guests in a courteous and responsive manner.
- The sponsor and your representatives will be held to high standards of appearance and cleanliness.
- Set-Up needs must be sent to events@aghistory.org within 14 days of the event.
- Delivery of all food, beverages, decorations, equipment and supplies prior to the contracted set up period will not be accepted unless prior approval is obtained from California Ag Museum.
- Sponsored service providers must provide their own cleaning supplies, implements, towels and all other supplies necessary to perform their tasks.

Commitment - Tractors & Brews, June 16th 2016

Name : _____ Name (2) _____

Name of Business: _____ Bus Phone _____

Sponsor Address: _____

City _____ State _____ Zip Code _____

Direct Phone _____ Email _____

Business Website or Preferred Link _____

Type of Gift:

- Financial event sponsor: \$ _____
- In-kind event product sponsor (define): _____
- Please send me more information about your preferred partner program.

Payment method:

Check Attached \$ _____ Other _____

Credit Card—Visa Credit Card—Master Card

Card # _____

Card Expiration _____ Code _____

Name on Card _____ Billing Zip Code _____

Signature _____ Date _____

(Please retain a copy for your accounting records and send original to the California Ag Museum at 1962 Hays Lane, Woodland, CA 95776 or to development@aghistory.org)