

Northgate Chamber  
presents



sponsored by  NORTHWEST HOSPITAL  
& MEDICAL CENTER



Saturday  
September 11, 2010  
at the new  
Thornton Place Plaza  
and on 103rd Street  
between  
Thornton Place and  
Northgate Mall



festival  
sponsorship  
information  
and application

## Align your business with this free family event by participating as a sponsor

The Northgate Chamber and the festival committee are currently seeking sponsorship for the annual Northgate Festival, which features a new location for 2010. We will be closing a portion of 103rd between Northgate Mall and the new Thornton Place for a street fair that will continue up into the plaza at Thornton Place. The festival will take place on the 2nd Saturday in September, after all the summer festivals have finished, but while the weather is still great in the Pacific Northwest.

The value to those who participate goes beyond the exposure and sponsorship benefits — it includes the opportunity to be counted among a group of community leaders who are interested in the economic health and sense of community that makes up this vibrant North Seattle group of neighborhoods.

Northgate is home to Northgate Mall, North Seattle Community College and Northwest Hospital and Medical Center, as well as the newest development — Thornton Place — with its mix of restaurants, retail, residents and parks. The area includes Haller Lake, Licton Springs, Maple Leaf, Victory Heights, and the Pinehurst neighborhoods. Both a very busy Aurora Avenue and I-5 (with over 250,000 cars a day) past through the heart of Northgate.

The Northgate Chamber would like to celebrate all these assets along with the business community and organizations that serve the families that call this area home.



Further the Chamber is interested in creating an event that brings visitors from other areas to the Festival to discover all the great things Northgate has to offer.

As a marketing opportunity, the Northgate Festival will help your business:

- Create positive publicity, awareness & visibility
- Change or reinforces image and shape consumer attitude
- Drive retail traffic when traffic-building promotions are used
- Differentiate a product from competitors
- Promote your business' role as a "Good Corporate Citizen"
- Enhance VIP relations
- Provide social connectedness in the community with the added benefit of employee engagement

Thank you for your interest in what promises to be a memorable community event.

*Theresa Poalucci*  
President  
Northgate Chamber

# Sponsorship Levels

## Title Sponsor \$10,000

Benefits: (only 1 available)

- Double Booth Space
- Logo listing (posters, programs, maps, web-site, advertisements)
- Banner hung on main stage
- Plugs between acts on main stage & community stage
- Business highlighted in festival program
- 10 Tickets to VIP Party

## Main Stage \$5,000

Benefits: (only 1 available)

- Double Booth Space
- Logo listing (posters, programs, maps, web-site, advertisements)
- Banner hung on main stage
- Plugs between acts on main stage
- Business highlighted in festival program
- 6 Tickets to VIP Party
- Half page full color ad in festival program

## Community Stage \$3,000

Benefits: (only 1 available)

- Double Booth at Community Stage
- Logo listing (posters, programs, maps, web-site, advertisements)
- Banner on Community Stage
- Plugs on Community Stage
- Business highlighted in festival program
- 4 Tickets to VIP Party
- Quarter page ad in the festival program

## T-Shirt Sponsor \$1,500

Benefits: (only 1 available)

- Double Booth
- Logo listing (posters, programs, maps, web-site)
- Logo on all Volunteer's shirts
- 4 Tickets to VIP Party
- 20% Discount on ad rates for festival program

## Information Booth \$1,000

Benefits: (only 1 available)

- Table at Info Booth
- 20% Discount on ad rates for festival program
- Logo listing (posters, programs, maps, web-site)
- Banner at Info Booth
- Plugs on Community Stage
- 4 Tickets to VIP Party

## Main Stage Band Sponsor \$750

Benefits: (only 6 available)

- Single Booth
- Logo listing (posters, programs, maps, web-site)
- Banner on Beer Garden fence
- Plugs on stage of your sponsored act
- 4 Tickets to VIP Party
- 20% Discount on ad rates for festival program

## Non-Profit \$750

Benefits: (only 1 available)

- Double Booth
- Name listing (posters, programs, maps, web-site)
- Banner at Non-profit Area
- 4 Tickets to VIP Party
- 20% Discount on ad rates for festival program

## VIP Sponsor \$750

Benefits:

- Double Booth
- Name listing (posters, programs, maps, web-site)
- 4 Tickets to VIP Party
- 20% Discount on ad rates for festival program

## Friends of the Festival \$500

Benefits:

- Single Booth
- Name listing (posters, programs, maps, web-site)
- 2 Tickets to VIP Party
- 20% Discount on ad rates for festival program

## Supporting Sponsor \$100-499

Benefits for making a festival donation:

- Name listing (posters, programs, maps, web-site)
- 2 Tickets to VIP Party

Live  
Main Stage  
Entertainment

Live Community Stage

Great Eats! and a Children's Area

Health Fair sponsored by Northwest Medical Center

Arts & Crafts Booths and Commercial Booths

Classic Car Show (pending)

And much more!



Thank You For Your Support!

Business or Individual Name: \_\_\_\_\_

Address: \_\_\_\_\_

Billing Address (if different): \_\_\_\_\_

Contact Name / Position: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Email: \_\_\_\_\_

Web site: \_\_\_\_\_

Business Product or Service: \_\_\_\_\_

List Information on Web site:  Yes  No

Brief Description of Business Activities: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Type of Sponsorship (see inside for levels and descriptions):

- Title Sponsor
- Main Stage Sponsor
- Community Stage Sponsor
- T-Shirt Sponsor
- Information Booth Sponsor
- Main Stage Band Sponsor
- Non Profit Sponsor
- VIP Sponsor
- Friends of Festival Sponsor
- Supporting Sponsor

**For more information or to customize your sponsorship, please contact Ben Janas**  
**206-733-0115**

**If your sponsorship includes an ad in the festival program, contact Guy Generaux to collect your ad copy at**  
**206-423-7563**

**Northgate Chamber**  
 9594 First Avenue NE #296  
 Seattle, WA. 98115-2012

Tatyana Sineeva (206)733-0115  
 info@northgatechamber.com

Please mail in this completed form to the Northgate Chamber, or fax it to 425-670-5511. Once your choice of sponsorship is received you will receive an information packet and an invoice for your commitment level.

We have a deadline of Friday, June 25 for sponsorship commitments in order to prepare all printed materials, advertising and press releases. Those sponsorship levels with a limited number available will be given on a first-come, first-served basis.