

# Sponsorship & Vendor Opportunities

## *3rd Annual Car Show*

Title Sponsor



Gold Sponsor



All proceeds Benefit

**Long Beach  
Ronald  
McDonald  
House**

**NEW LOCATION!**

**Saturday, September 19, 2015**

**9:00 a.m. - 3:00 p.m.**

**Alamitos Bay Landing | Long Beach, CA**

**Free to the Public**





Dear Friends,

We are proud to invite you to join the 3rd Annual Long Beach Ronald McDonald House Car Show, Saturday September 19, 2015. This year's show location is at Alamitos Bay Landing, a beautiful Long Beach treasure located between Seal Beach and Naples Island.

With the bay as the backdrop, this show is distinctly geared to the southern California community. In addition to the vehicle display, event features include: Craft Beer, live music, awards, raffles, and some of the best places to dine and play along the water.

Our fundraising goal is to raise \$60,000 dollars. All event proceeds will contribute to the Long Beach Ronald McDonald House mission to provide a home away from home for families with seriously ill children receiving medical care. Since opening December 2011, we have served more than 1,765 families (6,758 people) providing a valuable community service to these families facing the most difficult of life's challenges: the illness of a child.

We ask that you consider a sponsorship donation. With your support we will reach our fundraising goal. As a sponsor, your name will be placed on all materials and banners that publicize the event as well as announced verbally at the event itself.

We hope that we can count on you to help support our cause. If you have any questions or concerns, please feel free to contact us.

Best Regards,



Cheri Bazley  
Executive Director  
Long Beach Ronald McDonald House

"Any time car enthusiasts can get together and show off their rides, it's a good thing. Helping out a worthwhile cause like Ronald McDonald House is icing on the cake, so a total win-win."

Dave Kunz  
ABC7 Eyewitness News  
Automotive Specialist





# 3RD ANNUAL CAR SHOW

## ALIGN WITH A WELL-RESPECTED AND TRUSTED BRAND

### ABOUT RONALD MCDONALD HOUSE CHARITIES®

#### 95 % Brand Recognition in the United States

- Global reach in 52 countries and regions
- Serving countless families and children since 1975

### INCREASE VISIBILITY

#### Your Company” logo on promotional media package:

- Event Flyers & Entry Forms
- Email & Social Media
- Long Beach Ronald McDonald House Website

### EXCLUSIVITY

#### Highlight your brand

- “Your Company’s Name” Car Show

### ENGAGE YOUR CONSUMER

#### Showcase your business

- Offer sampling or interactivity at a Car Show Vendor Booth





# 3RD ANNUAL CAR SHOW

## SPONSORSHIP LEVELS & BENEFIT\*



BENEFIT	Title Sponsor \$20,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500
Banner on Main Stage & Editorial Coverage	•			
Check presentation during program	•			
Name on Trophies	•			
Acknowledgment by stage MC throughout the Car Show & booth space to display product/ vehicles. <i>Booth space does not include table, chairs, canopy, or electricity</i>	•	•		
Name & Logo on signs and banners, Acknowledgment by Stage MC	•	•	•	
Company mention in press releases	•	•	•	
Logo on all collateral material	•	•	•	
Logo <b>prominent</b> on Show T-Shirt	•	•		
Logo on Event T-Shirt			•	•
Access to VIP Area	•	•	•	•
Company link on LBRMH Website	•	•	•	•

**\*The benefits above are for the Long Beach Ronald McDonald House 3rd Annual Car Show and are based on meeting print deadlines.**

**Customized sponsorships are available.**

*For additional information please call Aldeana Frazell at 562-285-4308 or email [lbrmh-specialevents@rmhcsc.org](mailto:lbrmh-specialevents@rmhcsc.org)*



# 3RD ANNUAL CAR SHOW SPONSOR & VENDOR APPLICATION



## Contact Information

### Primary Event Contact:

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 Email \_\_\_\_\_  
 Phone \_\_\_\_\_

Yes  No  Will you display event posters/brochures to promote the Car Show in your business?

### Graphics Contact:

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 Email \_\_\_\_\_  
 Phone \_\_\_\_\_

### Logo Submission Guidelines:

In order to ensure the best possible reproduction of your logo, we require the following:

- Provide the logo as Adobe Illustrator file (.eps or .ai).
- All fonts in the logo should be converted to outlines
- Please include the file extension (.eps) in the file name. Provide both a color and solid black version of your logo.

If we determine that the logo quality is at risk of being compromised, we will recognize your organization in printed text rather than with your logo.

What URL would you like us to link your logo to?

\_\_\_\_\_

## PAYMENT INFORMATION:

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 Email \_\_\_\_\_  
 Phone \_\_\_\_\_

### Method of Payment

- Check payable to LBRMH
- Visa
- MasterCard
- American Express

Credit Card # \_\_\_\_\_ Exp. date \_\_\_\_\_

Signature \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

Please choose all that apply

	<b>Price</b>
<input type="checkbox"/> Title Sponsorship (Booth Space Included)	\$20,000
<input type="checkbox"/> Gold Sponsorship (Booth Space Included)	\$10,000
<input type="checkbox"/> Silver Sponsorship	\$5,000
<input type="checkbox"/> Bronze Sponsor	\$2,500

## VENDOR BOOTH OPPORTUNITIES

- **Booth space does not include table, chairs, canopy, or electricity.**
- **Please sign and submit attached vendor agreement with application.**

<input type="checkbox"/> 10 x 10 Vendor Booth Space	\$200
<input type="checkbox"/> 10 x 20 Booth Vendor Space	\$350
<input type="checkbox"/> 10 x 30 Booth Vendor Space	\$500
<input type="checkbox"/> Custom Vendor Space available upon requests. Please call for pricing.	

**Total:** \_\_\_\_\_



## Fax, Email, or Mail Form to:

Long Beach Ronald McDonald House • Special Events Department  
 500 E. 27th Street, Long Beach, CA 90806  
 Aldeana Frazell Tel: 562-285-4308 • Fax: 562-285-4399

Email: [lbrmh-specialevents@rmhcsc.org](mailto:lbrmh-specialevents@rmhcsc.org)

Online Vendor Registration: <http://lbrmhcarshow.rmhcsc.org>



# 3RD ANNUAL CAR SHOW

## VENDOR AGREEMENT

### VENDOR AGREEMENT

1. Vendor hereby agrees to rent sales space for the Long Beach Ronald McDonald House (LBRMH) and Car Show. **Booth space rental does not include table, chairs, canopy, or electricity.**
2. Confirmation of your reservation and arrival/set up directions will be emailed to you at the address you listed on your vendor application. All vendor confirmations will be at the discretion of the (LBRMH) Car Show. Your check or credit card payment must accompany your application. **NO REFUNDS AFTER CONFIRMATION**
3. **Vendors selling product are responsible for administration of California Sales Tax** and are required to have available for inspection by the City of Long Beach a copy of its Sellers Permit and Business Tax License. **A temporary City of Long Beach One Day Business License is required for non-City of Long Beach businesses. Please contact City of Long Beach Business License Office at 562.570.6211**
4. Vendor will be pre-designated one (1) location by the Show Staff for the duration of the (LBRMH) Car Show. All pre-designated locations are not final and are subject to change at the discretion of Show Staff. Vendor sales must take place during the specified time and in the final assigned location for the event. Vendor is required to staff the booth at all times while selling.
5. Each Vendor must supply own tent, tables, chairs and electricity. Ground surface is concrete - - no stakes. Lights, decorations, sidewalls, etc. are the sole responsibility of Vendor and must adhere to all regulations as provided by Show Staff. All sidewalls must be approved by Show Staff. Vendor shall not conduct business in any manner which blocks access to crosswalks, business entrances or street improvements for handicapped access. Vendor agrees to leave its area in the same condition it was in when it arrived on-site.
6. Day of show, Vendor is required to be on-site no later than **7:00am** to begin setting up its booth space. Vendor must be unloaded and place all vehicles in Vendor Parking area by **8:00am**. Vendor must be set up with a full booth display and ready to conduct business by no later than **8:30am**. Vendor will be expected to be open for business from **9:00am – 3:00pm**. Vendor must pack up and leave the Show area no later than **5:00pm**.
7. It is the goal of the (LBRMH) Car Show is to avoid having multiple vendors selling the same/ similar items in the same area. Therefore, Vendor must adhere to selling only the item(s) designated in this application and approved by Show Staff. Should Vendor stray from selling the agreed-upon item(s), Vendor will be asked to leave the event immediately.
8. Vendor must follow all instructions of Show Staff regarding placement and parking of Vendor vehicles. Vehicles not in compliance may be ticketed or towed. The (LBRMH) Car Show is not responsible for validation or reimbursement of parking fees, tickets, towing, or damages to personal property or vehicles.
9. **CANCELLATION POLICY:** The (LBRMH) Car Show will take place rain or shine, unless Vendor is otherwise notified by Show Staff. However, the decision to remain open does not apply in situations considered to be Acts of God (hurricane, tornado, flood, etc.). In the event that Vendor is not on-site preparing its set-up at the times stated in section 7, above, without prior approval by Show Staff, Vendor may be fined \$100 and will be asked to leave the premises immediately.
10. Vendors of goods and services shall be required, during any period when they or their agents or employees are present at the event, to adhere to a standard of conduct. Acts, including verbal acts or conduct, that constitute harassment of any person by reason of such person's race, creed, religion, color, sex, sexual orientation, age, disability, veteran status, martial status or national origin will not be tolerated and any vendors, agents or employees will be removed from the event if such acts or conduct take place.
11. Vendor must comply with all city, county, state and federal laws and regulations.
12. Sales which interfere with the normal conduct of business of the City of Long Beach are prohibited. Vendor is to remain at its booth while selling. If a vendor aggressively solicits (i.e., sells away from its booth, walks up to individuals, shouts from its booth, throws items at individuals passing by, etc.), Vendor will be asked to leave the event immediately. The Show Staff reserves the right to regulate the time, manner and place of all sales.



# 3RD ANNUAL CAR SHOW

## VENDOR AGREEMENT

### 13. Insurance & Indemnification Requirements

All Insurance & Indemnification requirements below must be met before Vendor begins work

No later than Friday September 11, 2015 Vendor shall provide to the (LBRMH) Car Show satisfactory evidence of, and shall thereafter maintain during the Car Show, such insurance policies and coverage in the types, limits, forms and ratings required by the (LBRMH) Car Show, or their designees as listed below.

(Please provide a copy of this document to your insurance agent/broker)

#### Minimum Required Coverage

- i) *Workers' Compensation Insurance*: In accordance with the California laws. *Employer's Liability Insurance* with limits of not less than \$1,000,000 per occurrence (accident) and \$1,000,000 per employee (disease).
- ii) *Commercial General Liability Insurance* (with an additional endorsement covering all operations, activities and programs of the user group insuring all obligations assumed under the contract (including the indemnity provisions set forth in the contract) with a combined single limit of not less than \$1,000,000 per occurrence and \$2,000,000 in the aggregate. This contractual requirement may be met through a "blanket contractual liability" policy provision acceptable to Ronald McDonald House Charities of Southern California (RMHCSC )
- iii) *Comprehensive Automobile Liability Insurance* covering liability arising out of any auto (owned, hired and non-owned, if brought onto site); with a combined single limit of not less than \$1,000,000.

#### General Terms and Conditions

- i) Vendor will indemnify and hold RMHCSC harmless, except for their sole negligence or willful misconduct.
- ii) All deductibles, self-insured retention, or self-insurance are the sole responsibility of Vendor and will not be borne in any way by RMHCSC. Vendor will indemnify RMHCSC in full for any such amounts, Coverage must be "occurrence-based" not "claims made."
- iii) All insurance policies shall provide that the insurance carrier will notify RMHCSC no less than thirty (30) days prior to termination, cancellation or material change of any policy.
- iv) All insurance will be maintained by Vendor at its expense with California-admitted insurance carriers that carry A.M. Best ratings of not less than A- / VIII.
- v) The insurance requirements and limits noted herein do not limit Vendor's liability in any way.
- vi) Vendor shall notify RMHCSC in writing within seven days of receipt/knowledge of any lawsuit, claim or legal representation letter arising out of their service to RMHCSC.

#### Documentation

- i) **Written evidence** must be provided of all required coverage concurrently with the execution of this agreement. Any independent contractors hired by vendor must meet the same indemnification and insurance requirements and provide the same evidence of coverage as the vendor.
- ii) Additionally, with the exception of workers' comp, all insurance policies carried by Vendor hereunder shall name the RMHCSC its affiliated and subsidiary companies, and their respective directors, officers, agents and employees as **additional insureds** with respect to liability arising out of operations, activities, and programs of the Vendor or its employees, agents, subcontractors, guests or other related individuals. This must be documented via **insurance certificates**, supported by **signed, original endorsements**.
- iii) Vendor's insurance must be primary without contribution from any other insurance program afforded to or maintained by RMHCSC and shall not require exhaustion of any other coverage. It must cover all of Vendor's activities, operations and services related to RMHCSC.
- iv) All insurance policies of Vendor must include a **written waiver of subrogation** in favor of RMHCSC to be confirmed



# 3RD ANNUAL CAR SHOW

## VENDOR AGREEMENT

in advance via endorsement by Vendor and its insurer.

- v) **Please fax a copy of the certificate and endorsement page** to the attention of Long Beach Ronald McDonald House, Attn: Special Events Department at (562)285.4399 or you may e-mail [lbrmh-specialevents@rmhcsc.org](mailto:lbrmh-specialevents@rmhcsc.org).

### Vendor Agreement

#### PAYMENT AND SIGNATURE PAGE

Signing this document means you have authority to sign on behalf of Vendor and that you and Vendor have read, understand, and will abide by the agreement and guidelines stated above.

**Vendor Agreement Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**NOTE:** If for any reason the contact information Vendor has given is invalid and Show Staff cannot contact Vendor, Show Staff has the right to cancel Vendor's reservation or to instruct Vendor to leave the event immediately.

#### Mail application, payment, and vendor agreement to:

Attn: Special Events Department, Long Beach Ronald McDonald House • 500 E. 27th Street, Long Beach, CA 90806

**Online Vendor Registration:** <http://lbrmhcarshow.rmhcsc.org>

#### For questions, please contact:

Long Beach Ronald McDonald House Special Events Department

Tel: 562-285-4308 • Fax: 562-285-4399 • Email: [lbrmh-specialevents@rmhcsc.org](mailto:lbrmh-specialevents@rmhcsc.org)