



Margate Fall Funfest By The Bay

Margate Business Association

PO Box 3200

Margate, NJ 08402

January 2, 2009

Dear Friend,

The Margate Fall Funfest By the Bay, an annual event that gives you the opportunity to showcase your products and services to over 30,000 attendees and promotional exposure through billboards, print ads, radio, television and more, is back.

The Margate Business Association and the City of Margate are again preparing for another spectacular Funfest, Saturday & Sunday, September 26-27, 2009. The event draws visitors from throughout the tri-state area and reaches an audience from children to gen X'ers to baby boomers to seniors.

The Funfest offers free admission and, a variety of leisure entertainment and attractions, highlighted by live stage shows, gourmet foods, a juried fine arts and crafts show, carnival games and more. Proceeds benefit Gilda's Club of South Jersey, the Gold Foundation, the Margate Business Association, and several other local organizations.

Enclosed please find festival sponsorship opportunities outlining the various levels in which you can take advantage of this unique – and profitable – business opportunity. We are certain that the Margate Fall Funfest By The Bay will provide your potential customers with a fun and memorable experience. Whether you opt to have a presence on Amherst Avenue or not, you are guaranteed broad exposure through our extensive marketing opportunities.

On behalf of the Margate Business Association and the City of Margate, thank you for your interest in and support of our community. For additional information, please contact me at your convenience at (609)233-3067.

Best regards,

Anna Maria Blescia
Executive Director



Margate Fall Funfest

By The Bay
Saturday and Sunday
September 26 & 27, 2009

For Office Use Only:
Regis #
Date Rec'd:
Space # Assigned:

Margate Fall Funfest Sponsorship Opportunities Agreement

COMPLETE ALL PAGES OF APPLICATION

I would like to take advantage of this promotional opportunity and be a sponsor at the level indicated below:

- Bronze Sponsor, \$1,500
- Bronze Plus, on Site presence \$1,750
- Silver Sponsor, \$3,000
- Gold Sponsor, \$5,000

Contact Name: _____

Business Name: _____ Fed. Bus. ID #: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone, Day: _____ Evening: _____ Fax: _____ Email: _____

Sponsor Name To Be Listed On All Applicable Promotional Materials, Banners, Signs:

- I Will Need An Exhibit Space At The Funfest. I Understand That The Space Is Not Transferable.
- I Will Not Need An Exhibit Space, But Will Send Banners For You To Hang.

Description of Exhibit Booth Display: _____

NJ Sales Tax # for Sales (If applicable): _____

Items to be sold and their prices: _____

Food Samples To Be Offered and Size Portion (If applicable): _____

Submit to: Margate Fall Funfest By The Bay, PO Box 3200, Margate, New Jersey 08402
For information: MBA office 609-822-1129 www.marvelousmargate.com

EXHIBITOR RULES AND REGULATIONS

- **Payment of sponsorship fee must be received before July 1, 2009. Sponsorships received after July 1, 2009 are not guaranteed exhibit space or inclusion in Funfest advertising. Please enclose the full sponsorship fee listed. Make checks payable to: “Margate Fall Funfest By The Bay” and mail to: PO Box 3200, Margate, New Jersey 08402.**
- **IMPORTANT: Business Name listed on the application will be used on all promotional material. Name of your parent company or one subsidiary company listed on the application is the only name that can be used on all applicable promotional materials.**
- All Sponsors enclose a black and white mechanical of their corporate logo with their application – PDF format
Or email to amblescia@comcast.net
- Bronze Plus Level Sponsors or higher are entitled to exhibit space at the festival to proactively promote their products, programs and services, and to undertake limited sales and/or offer sampling of their products. *Sponsors must show only goods dealt in by their company in the regular course of business.*
- Exhibit spaces are 10'x10' and pre-assigned by the Funfest show management. The Funfest provides each space with a canopy, a sign promoting the sponsor corporate name and 110/20 amp electric service. Funfest show management, reserves the right to make final determination of all space assignments in the best interests of the Funfest and reserves the right to reconfigure exhibit space.
- Exhibitor spaces ARE NOT TRANSFERABLE. No exhibitor shall assign, sublet, subdivide or share exhibit space with other organizations unless approval has been obtained in writing from Funfest show management. Exhibitors are not permitted to feature names or advertisements of non-sponsor businesses in the exhibitor’s display, except parent or subsidiary companies.
- Sales items and their sales prices must be listed for Funfest pre-approval. Exhibitors must show only goods dealt in by them in the regular course of business. *A maximum of three items may be sold.* The following items ARE NOT PERMITTED for sale: T-shirts; caps and hats; entertainment coupon books, raffle tickets and food & beverage products. Sampling of food products may be offered in “taste” sized portions.
- **EXHIBITORS MUST PARTICIPATE BOTH DAYS. EARLY BREAK DOWNS ARE NOT PERMITTED.**
Exhibitors are to report to the Funfest show management on site to be directed to their space(s). Exhibit spaces are 10'x10' and ALL SPACES ARE PREASSIGNED. Configuring spaces to accommodate large display items, for example automobiles, must be discussed and pre-approved by Funfest show management. The Funfest reserves the right to assign all spaces and all decisions are final. Space assignments are for BOTH days.
 - a. Set Up Times: 2:00 p.m. to 7:00 p.m., Friday, September 25, 2009
6:00 a.m. to 9:00 a.m., Saturday & Sunday, September 26 & 27, 2009
 - b. Show Hours: 10:00 a.m. to 7:00 p.m., Saturday, September 26, 2009
10:00 a.m. to 4:00 p.m., Sunday, September 27, 2009 (This year only, Funfest will end at 4:00 pm in observance of the Eve of Yom Kippur)
- **There is No Rain Date. Sponsorships are not refundable.**
- Exhibitors must name one person to be his representative in connection with installation, operation and removal of the exhibit’s display. Such representative shall be authorized to enter into such service contracts as may be necessary for the successful operation of the exhibitor’s display. Exhibitors will receive a **VEHICLE ACCESS PERMIT** to gain access to the Funfest site, along with a street map of the Funfest indicating the **PROPER STREET ENTRANCE**. Exhibitors must enter at the designated street entrance **ONLY** and must have their **VEHICLE ACCESS PERMIT** displayed in the driver-side corner of the windshield. **ONLY ONE VEHICLE PER EXHIBITOR IS ALLOWED.** Free shuttle bus service is available throughout Margate to transport your staff and volunteers.
- Exhibitors are charged with knowledge of and compliance with all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in the Funfest.
- Posting of signs, distribution of literature and selling of items outside an exhibit booth **ARE NOT PERMITTED.** Exhibitors must stay within their allotted spaces. No merchandise storage outside of exhibit

booth is allowed. Do not block pedestrian traffic, sidewalks, residential walkways and emergency vehicle access.

- ALL VEHICLES – EXCLUDING AUTOMOBILE DEALERSHIP DISPLAY VEHICLES – MUST BE REMOVED FROM THE FUNFEST GROUNDS BY 9:00 A.M. VEHICLES ARE NOT PERMITTED ON THE FUNFEST GROUNDS DURING SHOW HOURS FOR ANY PURPOSE. NO EXCEPTIONS.
- Exhibitors must comply with New Jersey Sales Tax Laws and all other applicable local, county and state regulations. Exhibitors conducting sales must have a Valid New Jersey Sales Tax Card available for display and are responsible to comply with all sales tax regulations for the charging, collection and remittance of sales tax fees to the New Jersey Division of Taxation. To obtain a New Jersey Sales Tax Card call the state at: (609) 588-2200.
- Exhibitors must maintain the cleanliness and neatness of their booths at all times. Exhibitors must provide standard 30-gallon trash bags and must place all their trash in bags outside their booth at the end of each day for collection by festival staff. Exhibit booths must be clean and free of debris at the conclusion of the Funfest.
- All property of exhibitor remains under his custody and control in transit to and from the Funfest site, while stored outside the Funfest site and while within the confines of the Funfest site. Neither Funfest show management, contractors, nor any officers, staff members or assigns of Funfest show management shall be responsible for the safety of the property of the exhibitors or from theft, damage by fire, accident, vandalism or other causes. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.
- Exhibitor agrees that it will indemnify and hold harmless of, from and against all claims, demands, actions, damages, losses, costs, liabilities, expenses and judgements recovered from or asserted, together with all costs in connection with the defense thereto, including attorney's fees, against Funfest show management, the Margate Fall Funfest By The Bay, the Margate Business Association, the City of Margate, NJ, and their agents or assigns, on account of injury or damage to person or property. Exhibitor and Funfest show management shall not be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, weather, acts of God, public enemy, riot, civil commotion or other insurable casualty, and exhibitor and Funfest show management expressly waive any claim of liability against the other party hereto with respect to such loss or damage. Accordingly, it shall be the responsibility of exhibitor and Funfest show management, respectively, to secure insurance or otherwise protect itself and its property against such loss or damage.
- Funfest show management reserves the right to restrict the operation or evict completely any exhibit which, in its sole opinion, detracts from the general character of the Funfest as a whole. This includes, but is not limited to, an exhibit which because of noise, flashing lights, method of operation, display of Use of so-called barkers or pitchmen is strictly prohibited. Exhibitors in violation of Funfest rules and regulations will be in default of this agreement and will forfeit and must vacate their exhibit space. The Funfest SHALL NOT BE responsible for the remuneration of sponsorship fees or any expenses incurred by exhibitors in default of this agreement.

I, the undersigned, agree to become a Sponsor at the Margate Fall Funfest By The Bay. I agree to comply with all rules, regulations, guidelines, terms and agreements of the Margate Fall Funfest By The Bay

Signature: _____ Print Name _____ Date _____

Title: _____ Company: _____