



*Empowering the advancement of education through scholarships  
raised by our annual community mushroom festival.*

# **MARKETING / VISIBILITY BENEFITS PACKET**

*Get involved with your community and join the fun!*

## **CONTACT**

Heather Moggia  
Event Director

409 Tennant Station #150

Morgan Hill, CA 95037

408-858-8694 phone or text

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*A non-profit organization Tax ID 501(c)3 #77-0134654*

The Morgan Hill Mushroom Mardi Gras, Inc



**43<sup>rd</sup> Annual  
May 25-26, 2024**

**Saturday 10am – 7pm  
Sunday 10am – 6pm  
Downtown Morgan Hill Amphitheater Grounds and Surrounding Area**

**\$20 general admission (\$15 online)  
Kids under 12 free**

**GIVING BACK TO THE COMMUNITY!** 100% of the proceeds from the festival support educational scholarships, donations to participating school groups, clubs, youth sports, non-profit organizations and mini grants to elementary and middle school projects

**RETURN ON INVESTMENT!** There is no better return on your investment than what you receive from supporting your community where you live and/or work, and investing in the youth who hold the promise of a brighter and stronger future.

#### **AS A MARKETING PARTNER...**

- We will work with you to provide your company with a unique regional marketing and visibility opportunity to promote your business and deliver the results you want.
- Your company/business will have the opportunity to participate in an extensive South Bay and Regional media campaign, geared towards an audience with disposable income, and numerous opportunities for cross-promotion.
- You and your company will be seen as community-minded philanthropists supporting our youth and their education.
- You can be proud to say your participation helped save a 42-year tradition in Morgan Hill
- The Morgan Hill Mushroom Mardi Gras, Inc. is a non-profit 501(c)3 charitable organization so your contribution is tax deductible.

#### **The Morgan Hill Mushroom Mardi Gras, Inc. has awarded...**

- Over \$1.5 million in educational scholarships
- \$550,000 in monetary donation to participating school groups and clubs, youth sports, non-profit organizations
- \$57,000 in mini grants for MHUSD elementary & middle school special projects

***All Thanks To Our Sponsor!***

# MARKETING/VISIBILITY PARTNER BENEFIT OPPORTUNITIES

## PLATINUM SPONSOR \$10,000

*Call for details to tailor a benefits package on your goals and needs as a platinum sponsor.*

## PORTOBELLO SPONSOR \$7500

- Large space at the festival (TBD based on needs) in high traffic location including tenting, table, chairs (includes set up and tear down)
- Large Logo recognition as Platinum Sponsor in all media and promotional materials including TV ads, radio, social media, official festival program, posters, print media/publications, website.
- Logo with link to your business on our website
- 20 admission tickets to the festival
- 10 wristbands to the Sponsor VIP/ Lounge including private seating near stage under a shaded tent, snacks, private restrooms, wine/beer/beverages, choice of souvenir wine or beer glasses, souvenir t-shirts.
- Up to 4 banners displayed at prominent locations throughout the festival – provided by sponsor
- Full page color ad in the official festival program – sponsor to provide camera ready ad
- Logo on Thank You Sponsor banners in prominent locations throughout festival
- Introduction at main stage during scholarship awards on Sunday
- Other benefits upon request

## CREMINI MUSHROOM SPONSOR \$5000

- 10X20 space in high traffic location
- Logo recognition in all media and promotional materials including TV ads, social media, official festival program, posters, print media/publications, website, etc.
- Logo with link to your business on our website
- 15 admission tickets to the festival
- 8 wristbands to the Sponsor VIP/ Lounge including private seating near stage under a shaded tent, snacks, private restrooms, wine/beer/beverages, choice of souvenir wine or beer glasses, souvenir t-shirts.
- Up to 4 banners displayed at prominent locations throughout the festival - provided by sponsor
- Half page color ad in the official festival program (or 25% off to upsize) – sponsor to provide camera ready ad
- Logo on Thank You Sponsor banners in prominent locations throughout festival
- Introduction at main stage during scholarship awards on Sunday
- Other benefits negotiated upon request

## COUPON SPONSOR \$5000 (Limited to 1 sponsor)

- 10x10 space in high traffic location.
- Exclusive logo and coupon code on all print media “\$5 coupon courtesy of \_\_\_\_\_” with a personalized coupon code
- Full page coupon ad with coupon courtesy of \_\_\_\_\_ (business logo) and personalized coupon code included in the full-page ads on the back cover of Morgan Hill and Gilroy Life.
- Logo recognition and personalized coupon code in all media and promotional materials including, social media, official festival program, posters, print media/publications, website, etc.
- Logo with link on our website
- 15 admission tickets to the festival

- 8 wristbands to the Sponsor VIP/ Lounge including private seating near stage under a shaded tent, snacks, private restrooms, wine/beer/beverages, choice of souvenir wine or beer glasses, souvenir t-shirts.
- Up to 2 banners displayed at prominent locations throughout the festival - provided by sponsor
- ¼ page ad in the official festival program – sponsor to provide camera ready ad no later than April 15<sup>th</sup>
- Logo on Thank You Sponsor banners in prominent locations throughout festival
- Personalized coupon code on Groupon that will be marketed to thousands through the Groupon marketing website campaign
- Personalized coupon code included in Constant Contact email campaign

### **BUTTON MUSHROOM SPONSOR \$2500**

- 10X10 space in high traffic location
- Logo recognition in all media and promotional materials including TV ads, social media, official festival program, posters, print media/publications, website, etc.
- Logo with link to your business on our website
- 8 admission tickets to the festival
- 4 wristbands to the Sponsor VIP/ Lounge including private seating near stage under a shaded tent, snacks, private restrooms, wine/beer/beverages, choice of souvenir wine or beer glasses, souvenir t-shirts.
- Up to 2 banners displayed at prominent locations throughout the festival - provided by sponsor
- 25% off on advertising in the official festival program – sponsor to provide camera ready ad
- Logo on Thank You Sponsor banners in prominent locations throughout festival
- Business name announced at main stage during scholarship awards on Sunday
- Other benefits negotiated upon request

### **VARIETAL MUSHROOM SPONSOR \$1500**

- Logo recognition in all media and promotional materials including social media, official festival program, posters, publications, website, etc.
- Logo with link to your business on our website
- 4 admission tickets to the festival
- 2 wristbands to the Sponsor VIP/ Lounge including private seating near stage under a shaded tent, snacks, private restrooms, wine/beer/beverages, choice of souvenir wine or beer glass, souvenir t-shirt.
- Up to 2 banners displayed at prominent locations throughout the festival - provided by sponsor
- 25% off on advertising in the official festival program – sponsor to provide camera ready ad
- Logo on Thank You Sponsor banners in prominent locations throughout festival
- Business name announced at main stage during scholarship awards on Sunday
- Other benefits negotiated upon request

### **AMPHITHEATER STAGE SPONSOR \$3000 (limited to 1 sponsor)**

- All stage publicity under sponsor's name
- Large sponsor banner at stage
- Logo recognition in all media and promotional materials including TV ads, social media, official festival program, posters, print media/publications, website, etc.
- Logo with link to our business on our website
- 10 admission tickets to the festival

- 4 wristbands to the Sponsor VIP/ Lounge including private seating near stage under a shaded tent, snacks, private restrooms, wine/beer/beverages, choice of souvenir wine or beer glasses, souvenir t-shirts.
- Up to 2 banners displayed at prominent locations throughout the festival - provided by sponsor
- ¼ page color ad in the official festival program (or 25% off to upsize) – sponsor to provide camera ready ad
- Logo on Thank You Sponsor banners in prominent locations throughout festival
- Introduction at main stage during scholarship awards on Sunday
- Other benefits negotiated upon request

### **BEER GLASS SPONSOR \$3000 (limited to 1 sponsor)**

- Logo on beer glasses
- Logo recognition in all media and promotional materials including TV ads, social media, official festival program, posters, print media/publications, website, etc.
- Logo with link on our website
- 10 admission tickets to the festival
- 4 wristbands to the Sponsor VIP/ Lounge including private seating near stage under a shaded tent, snacks, private restrooms, wine/beer/beverages, choice of souvenir wine or beer glasses, souvenir t-shirts.
- ¼ page color ad in the official festival program (or 25% off to upsize) – sponsor to provide camera ready ad
- Up to 2 banners displayed at prominent locations throughout the festival - provided by sponsor
- Logo on Thank You Sponsor banners in prominent locations throughout festival
- Business name announced at main stage during scholarship awards on Sunday
- Other benefits negotiated upon request

### **WINE GLASS SPONSOR \$3000 (limited to 1 sponsor)**

- Logo on wine glasses
- Logo recognition in all media and promotional materials including, social media, official festival program, posters, print media/publications, website, etc.
- Logo with link on our website
- 10 admission tickets to the festival (exclusive sponsorship) or 10 admission tickets to the festival (shared sponsorship)
- 4 wristbands to the Sponsor VIP/ Lounge including private seating near stage under a shaded tent, snacks, private restrooms, wine/beer/beverages, choice of souvenir wine or beer glasses, souvenir t-shirts.
- Up to 2 banners displayed at prominent locations throughout the festival - provided by sponsor
- ¼ page color ad in the official festival program (or 25% off to upsize) – sponsor to provide camera ready ad
- Logo on Thank You Sponsor banners in prominent locations throughout festival
- Business name announced at main stage during scholarship awards on Sunday
- Other benefits negotiated upon request

## SCHOLARSHIP FUND DONOR \$1000

*This is a sponsorship for businesses and individuals who are interested in contributing to our scholarship fund and supporting education in our community. Tax deductible contribution*

- Name recognition as a scholarship donor in our Scholarship Page in the Official Festival Program
- Name recognition on our website and social media
- 4 admission tickets to the festival
- 2 wristbands to the Sponsor VIP/ Lounge including private seating near stage under a shaded tent, snacks, private restrooms, wine/beer/beverages, choice of souvenir wine or beer glasses, souvenir t-shirts.
- 25% off advertising in the official program

## FRIENDS OF THE SHROOM SPONSOR \$500

- Name recognition in the official festival program and social media
- 25% off advertising in the official program
- Name recognition on the website with link to business website
- 2 admission tickets to the festival
- 2 wristbands to the Sponsor VIP/ Lounge including private seating near stage under a shaded tent, snacks, private restrooms, wine/beer/beverages, choice of souvenir wine or beer glasses, souvenir t-shirts.

*To receive full promotional benefits, marketing partners must be confirmed by April 1, 2025*



\_\_\_\_\_  
Yes, I want to support the 44th Annual Morgan Hill Mushroom Festival as a marketing/visibility sponsorship partner

Sponsorship Level: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

If paying by credit card please fill out the information below and email to  
Sunday Minnich at [sunday@mhmmg.com](mailto:sunday@mhmmg.com)

Credit Card \_\_\_\_\_

Billing Address: \_\_\_\_\_ City/ST/ZIP \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVC \_\_\_\_\_

**Or return with check to:**

MHMMG

3230 Cartwright Rd, Reno, NV 89521

For more information, please contact Heather at [heather@mhmmg.com](mailto:heather@mhmmg.com)