



MORGAN HILL
MUSHROOM
Mardi Gras

**MARKETING / VISIBILITY
BENEFITS PACKET**

Get involved with your community and join the fun!

CONTACT

Sunday Minnich

Event Director

3230 Cartwright Rd

Reno, NV 89521

(408)778-1786 office or (775)303-9550 text

info@mhmmg.com

www.morganhillmushroomfestival.org



**43rd 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 (limited to 1 sponsor)

Call for details

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
- 30 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
- 20 admission tickets to the festival
- 6 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

- 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 ad in the official festival program – sponsor to provide camera ready ad no later than April 15th
- 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
- 15 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
- 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
- 10 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
- 15 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
- 15 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 \$1500 - \$3000

(Limited to 2 sponsors or one exclusive sponsor for \$3000)

- 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 4 admission tickets to the festival (shared sponsorship)
- 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.
- 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

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.

FRIENDS OF THE SHROOM SPONSOR \$500 minimum

- 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.

OUR MISSION

The mission of the Morgan Hill Mushroom Mardi Gras, inc. (a non-profit 501(c)3 charitable organization), is to provide a fun and entertaining family festival with an emphasis on promoting the mushroom and educating consumers about the health benefits of mushrooms, all while financially awarding scholarships to high school seniors living within the boundaries of the Morgan Hill Unified School District, mini grants to elementary & middle schools and monetary donations to local non-profit clubs and organizations.

To receive full promotional benefits, marketing partners must be confirmed by April 1, 2024



_____ Yes, I want to support the 43rd 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 info@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 Sunday Minnich at info@mhmmg.com or 408-778-1786.