



Mark Your Calendar
7th Annual West Chester Rotary Chili Cookoff
October 11, 2009 • Noon – 3pm

Dear Prospective Chili Cookoff Sponsor:

We invite you to join us as a West Chester Rotary Chili Cookoff Sponsor for this wonderful fall festival. As you know, thousands of hungry chili fans eagerly fill the closed streets of downtown, tasting over 60 different teams' chili recipes. Last year, we had a record crowd of 6,000 participants, from all over the Delaware Valley, and this year we're prepared for an even bigger attendance!

The West Chester Rotary Chili Cookoff offers your organization excellent sponsorship advantages and a strong marketing value such as:

- **Your company name appearing on distributed Chili Cookoff marketing material and website months in advance of the Chili Cookoff.**
- **Regional crowd exposure to over 5,000 people at the Chili Cookoff and internet exposure via WestChesterChiliCookoff.com.**
- **Free entry into the competition depending on sponsor level, and the option to present your company with a competitive team building opportunity.**
- **A convenient downtown West Chester location with free parking for Chili Cookoff participants and visitors.**
- **The visibility of your organization as a strong community advocate at one of the premier festival events in downtown West Chester and Chester County.**
- **Excellent press coverage leading up to and after the event.**
- **The opportunity to make a charitable difference to the welfare of our region.**

The proceeds from the West Chester Rotary Chili Cookoff go directly to programs that our Rotary Club of West Chester supports, such as, but not limited to: West Chester Area Elementary School Reading Programs, Operation Warmth (coats for needy area kids), Habitat for Humanity of West Chester, the Youth Exchange Program, The Rotary Foundation's Worldwide Polio Eradication Program, and more! Whether locally or internationally, The Rotary Club of West Chester stands on its proud record of "Service Above Self." Sharing our time and talents with those in need is what makes us proud Rotarians.

Competition is the name of this chili game with many area businesses, restaurants, non-profit organizations, clubs and hometown cooks eager to show they have "The Best Darn Chili in Chester County!" We hope through your sponsorship you bring your company to the Cookoff to compete or share in company fellowship.

Attached is the 2009 Sponsorship Application along with a description of each sponsor level. A Rotarian will be following up with you shortly to discuss the 2009 West Chester Rotary Chili Cookoff. In the meantime, go to www.WestChesterChiliCookoff.com to see an exciting video about the Cookoff. Should you have any questions, please contact ----. We sincerely thank you in advance for your generous support.

Sincerely,

Jim Gasho (610-316-2917)
Sponsorship Chair
West Chester Rotary Club

Tony Colantonio (610-420-7467)
Sponsorship Co-Chair
West Chester Rotary Club



West Chester Rotary Chili Cookoff 2009 Sponsorship Opportunities

Your sponsorship dollars benefit the Rotary Club of West Chester's many community projects.

Presenting Sponsorship: \$7,500.00 — Infiniti of West Chester

Platinum Sponsorship: \$3,500.00

Sponsorship at this level provides a unique advertising, promotional, and sponsorship package which includes:

- Inclusion of company name and/or logo on all printed materials *and advertising* (Please refer to "Marketing/Advertising Plan")
- Half page, black and white ad in event program (2,500 distributed day of cookoff)
- Inclusion in press releases and editorial coverage of the event
- One free tent space (to enter the Chili Cookoff contest and/or display company information) with prominent booth location
- Logo on Chili Cookoff website and link to your company's website
- Your company logo on event T-shirt
- Access to the mailing list for marketing follow-up
- The right to distribute product and promotional literature at the Chili Cookoff
- Advertising tags announced throughout the day
- Eight (8) Chili Tasting Wrist Bands
- Eight (8) Event T-shirts

Gold Sponsorship: \$2,500.00

Sponsorship at this level offers visibility in promotional packets including:

- Your company name will be included on all printed material
- Quarter page, black and white ad in event program (2,500 distributed at Cookoff)
- One free tent space (to enter the Chili Cookoff contest/or display company info)
- Your business name on the Chili Cookoff website and with a link to your website
- Your company logo on event T-shirt
- Access to the mailing list for marketing follow-up
- Advertising tags announced throughout the day
- Five (5) Chili Tasting Wrist Bands
- Five (5) Event T-shirts

Silver Sponsorship: \$1,500.00

Sponsorship at this level offers visibility promotional packets including:

- Your company name will be included on all printed material
- Business card-size black and white ad in event program
- One free tent space (to enter the Chili Cookoff contest and/or display company information)
- Name and link to your company website from Chili Cookoff website
- Company name on event T-shirt
- Three (3) Chili Tasting Wrist Bands
- Three (3) Event T-shirts

Bronze Sponsorship: \$500.00

- Company name mention on Chili Cookoff website
- Company name on event T-shirt and listing in event program
- Two (2) Chili Tasting Wrist Bands
- Two (2) Event T-shirts

In-Kind and Media Sponsorship: Opportunities will be customized. Call Jeannie McGinn for more detail at 484-343-4577.

Marketing/Advertising Plan



As a **Platinum Level (\$3500) Sponsor** the Chili Cook Off will run event advertisements with your company logo in:

- All of the major regional newspapers and magazine's including the following:
 - Philadelphia Inquirer *Daily Circulation 90,500*
 - Daily Local News —*Daily Circulation 26,500*
 - CC (Chester County Cuisine and Nightlife) — *Weekly Circulation 13,000*
 - Main Line TICKET (includes, Main Line Times, Main Line Suburban and King of Prussia Courier — *Weekly Circulation 24,000*
 - County Lines Magazine — *Monthly Circulation 10,000*
 - Main Line Today Magazine —*Monthly Circulation 17,000*
 - WCdish.com — *Over 1000 hits a day*
 - The Fall West Chester YMCA program guide which hits @ *20,000* member homes
 - The Spring/Summer, and Fall issues of the West Chester Parks & Recreation's summer camp and fall activities programs. This is distributed to every single resident in the five surrounding townships and the borough. *16,500 distributed/mailed in the summer. 15,000 distributed/mailed in the fall.*
 - The Chester County Visitors Fall Guide which has 55,000 copies distributed to major outlets throughout PA as well as Baltimore, Jersey, Harrisburg and DC.
 - *Very high search engine visibility. Participating sponsors, teams, and vendors (100-150) put our Chili logo on their website promoting their level of participation. It's all about the links!
-



Sponsor Application
2009 West Chester Rotary Chili Cookoff
October 11, 2009 • Noon to 3pm • Rain or Shine

___ Yes, I/we will be a Sponsor at _____ (insert level) at \$ _____ (insert value)

___ I/we are unable to participate as a sponsor, but would like to make a donation \$ _____

Business Name _____

Primary Contact Name(s) _____

Cell Phone _____ **Email address** _____ **Website** _____
(required) (required) (required)

Address _____

Office/Home Phone _____ **Fax Number** _____

*** Attention Platinum, Gold, and Silver Sponsors, please complete the following: ***

1. Your sponsor package includes a booth space with a tent provided, if needed. Will you require a booth at the event, either by entering the Chili Cookoff contest or displaying your company literature? _____ yes _____ no
- 2 Will you need a "free" tent? _____ yes _____ no _____ size (We will bring our own tent)
3. Do you wish to enter the Chili Cookoff Competition? _____ yes _____ no _____ maybe (need more information)
4. We are able to provide one household electric plug (15 amp) for 1 small appliance, a light, a radio, etc... Will you require electricity? _____ yes _____ no

For more information on Chili Cookoff cooking guidelines, go to www.WestChesterChiliCookoff.com

___ I am a **Bronze Sponsor**, and wish to find out more about entering the Chili Cooking Contest.

Choices of Payment

1. Payment can be made online via MasterCard, Visa and PayPal at www.WestChesterChiliCookoff.com.
2. Please make check payable to *The Rotary Club of West Chester/Chili Sponsorship*. Mail application along with your check **before 7/1/09** to:
Rotary Chili Cookoff c/o Bill Ronayne
917 Old Fernhill Rd, Suite 300,
West Chester, PA 19380.
3. Fax payment and application to Bill Ronayne at 610-692-2944.

Type of Card: _____ Name on Card: _____

Card Number: _____ Exp Date: _____

CCV #: _____ Billing Zip Code: _____ Signature: _____

Sponsor name _____ hereby agrees to hold harmless the West Chester Rotary Club (including its Officers, Directors, Members, Volunteers, District and Parent organizations) for all costs and expenses, including reasonable attorney fees incurred as a result of any legal action, in law or equity, brought against them as a result of our participation in the Chili Cook-off held on October 11, 2009. We further waive all rights of recovery against the West Chester Rotary Club for loss or damage as a result of our participation.

***** Sponsorship Deadline: 7/1/09 *****

Questions, please contact Jim Gasho at 610-692-5650.

Thank you very much for your participation.

Health Department Rules & Recommended Cooking Methods can be found by visiting:

www.WestChesterChiliCookoff.com

The West Chester Chili Cookoff is a non-alcoholic event.