



Saturday, October 22, 2011
Portola Hotel and Spa
Sponsorship Packet Presented by:
CYO Events



About CYO Events

CYO Events is an event production company focused on bringing unique and exciting networking opportunities to professionals on and around the Monterey Peninsula. Owned by siblings Crystal Murphy and Omar Mercado, CYO events aims to honor the history and culture of the Monterey Bay Area while encouraging local interaction and leadership.

About the Monterey Tequila & Mezcal Expo

The MTME is a tribute to the rich and colorful history of tequila and mezcal and a celebration of the spirits' present and future significance. CYO Events strives to change the tainted perception of tequila and mezcal and hopes to accomplish this by providing attendees with a unique opportunity to sip and savor the true essence of tequila and mezcal firsthand. Exhibitors discuss the complexities of their products while attendees get to enjoy food pairings, tequila 101 presentations, first-class entertainment and more. Furthermore, CYO Events helps boost the economy by attracting an array of clientele to a number of local and out-of-the-area businesses.



Target Audiences:

- Tequila enthusiasts from the tri-county area (Monterey, Santa Cruz and San Benito), enthusiasts from Northern and Southern California and beyond
- Established businesses in the hospitality industry
- 25- to 60-year-old professionals
- Individuals with significant purchasing power
- Socially conscious individuals from a variety of backgrounds

Benefits of Sponsorship:

- Build and/or maintain brand awareness
- Differentiate your business
- Broaden your networking group
- Gain visibility
- Gain *new* customers
- Get noticed!

Expected attendance in 2011 is 500+

Benefits of Sponsorship	Platinum	Gold	Silver	Bronze	Amigos of CYO Events
	\$5,000	\$2,500	\$1,000	\$500	\$350
Presenting Rights – “[Your company name] presents the Monterey Tequila & Mezcal Expo”	X				
Company logo on main event bracelets	X				
10x10 ft. exhibit space inside main foyer day of the event	X				
Company banner inside main ballroom day of event	X				
Promotional material in VIP goodie bags (company pens, coupons, lanyards, etc.)	X	X			
*Media recognition (#1. T.V. #2. Radio #3. Print)	#1, #2 and #3	#2 and #3	#2 and #3		
Verbal recognition day of the event	X	X	X	X	
Company ad in event program	Full page ad	1/2 page ad	1/2 page ad	1/4 page ad	Written recognition
Company logo on printed and electronic flyers	X	X	X	X	X
Company logo with website link on MTME website	X	X	X	X	X
Exposure on customized event Facebook page	X	X	X	X	X
Exposure on electronic MTME event newsletter	X	X	X	X	X
Event tickets (valued at \$65 each)	10 (access to VIP area)	8	6	4	2

*Media

1. T.V. = Minimum of 3 (10) second commercial during a San Francisco Giants home game in August and during a Oakland Raiders pre game in September and (10) second commercials on two local news stations: KION and KSBW. Commercials to air after 5:30 p.m. - <http://www.mytvmonterey.com/market.html>

2. Radio = Minimum of 150 (15) second shared commercials on 102.5 KDON/ 92.7 KTOM/ 105.1 KOCN, matching streaming commercials, web banners on all station websites and live mentions - <http://www.clearchannel.com/Radio/>

3. Print = Minimum of 1/3 page ads (size = 4.889” x 12.167”) in The Monterey County Weekly, the county’s largest circulation paper (35,000 copies distributed in over 950 locations) Ads to be printed during the month of October - <http://www.montereycountyweekly.com/advertising/>



Sponsorship of the Monterey Tequila & Mezcal Expo guarantees you exclusive access to this exciting event, in addition to a host of corporate benefits. Please join us in continued support of distinctive and entertaining events in the Monterey Bay Area!

For more information on sponsorship opportunities, please contact CYO Events or complete the sponsor registration form attached and mail or email to address below.

Salud,

CYO Events

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