



Re: **VILLAGE FEST-Bakersfield's Party of the Year!**  
**September 6<sup>th</sup>, 2008 - Event Sponsorship**

**BIGGER, BETTER**, and a new name to show for it! We are pleased to announce our new name, **VILLAGE FEST**, formerly known as **BREWS** in the Village, where we will continue to provide our sponsors and attendees with Bakersfield's best Party, just as we have for over a decade! The name change came simply because we outgrew the old one, and evolved into the social event of the year! **VILLAGE FEST** is a celebration of food, music, wine, and of course brews.... over 6,000 people can't be wrong... this is the Party of the Year!

Last year we net in excess of \$160,000 for the **Children's Advocates Resource Endowment-CARE**, due to our generous sponsors and the 400 plus CARE volunteers. Listed below is what you can expect for this year's event:

- ◆ 30 of Bakersfield's most popular restaurants serving *unlimited* food samples!
- ◆ 5 stages of simultaneous live music with 17 bands!
- ◆ Over 6000 people in attendance (sure to be a sellout once again!)
- ◆ 7 different lawn areas/themes: **Village Lawn; Club VIP (Sponsors Only); Vino Village; La CantinaVille** (expanded once again!), **Big KahunaVille**, our ever popular **MicroBrews Alley**, and our expanded **Village Sports Tent!**
- ◆ 60 breweries with over 100 different brews!
- ◆ 25 Central Coast wineries featured in **VinoVillage**-over 70 wines!

We would be extremely grateful to have the support of your business for this year's **VILLAGE FEST!** Listed below are all of the various Sponsor Levels for Kern County's most popular event of the year:

Sponsor Level (Stage Exclusives)	Sponsor Amount	VIP Passes (Priceless)	VIP Parking	Skirted Table(s)	Banner(s)	Display or Booth	Web Site (9 months)
<b>Silver</b>	\$1000	8			Yes		Logo
<b>Gold</b>	\$1500	12	2 passes	Yes	Yes	Yes	Logo
<b>Sports Tent</b>	\$2500	20	6 passes	Yes	Yes	Yes	Logo
<b>LaCantinaVille Stage</b>	\$3000	20	6 passes	Yes	Yes	Yes	Logo
<b>MicroBlues Stage</b>	\$3000	20	6 passes	Yes	Yes	32' Stage	Logo
<b>Vino Village Stage</b>	\$3000	20	6 passes	Yes	Yes	32' Stage	Logo
<b>KahunaVille Stage</b>	\$3000	20	6 passes	Yes	Yes	32' Stage	Logo
<b>Village Stage</b>	\$3000	20	6 passes	Yes	Yes	32' Stage	Logo
<b>Platinum "In Association With"</b>	\$6000	40	10 passes	Several	Prime Locations	Prime Locations	Logo
<b>Title (Exclusive)</b>	\$10000	80	20 passes	Several	Prime Locations	Prime Locations	Logo

Your participation will reach over 6000 participants, and with our extensive media coverage, plus our new Website ([BakersfieldVillageFest.com](http://BakersfieldVillageFest.com)), we can reach tens of thousands of viewers and listeners. You will also have the ability to purchase additional VIP Passes for \$100 each (not to exceed the total number of VIP's of your sponsorship level) and is limited to availability!

Thank you in advance for your potential support of **CARE**. If you have any questions or need additional information, please do not hesitate to call my number at 661.301.4999.

Kind regards,

*Jenn*

Jenn Holloway, *Sponsorships*

JH/tim

**Gold (continued)**

- Knights Pumping Service
- Limoscene Scene
- NTS
- Pair & Marotta Physical Therapy
- Rigby's Welding
- St. Clair Realty
- 17<sup>th</sup> Street Cigar Company
- Sharpe Solar Energy Systems
- Sierra Springs Water
- Sparkletts Water
- Turman Construction
- White Wolf Land Service
- Willis Design Studio

**Silver**

- AC Plating
- ACE Financial
- Applied Technology
- Around the Clock
- Arrival Communications
- Asbury USA
- BS&E
- Dr. J. Foster Campbell, MD
- Carosella Properties
- Chester Avenue Brake
- Christine Heard, CBA
- Clifford Bradford Insurance
- Frugatti's Italian Eatery

**Silver (continued)**

- Jim Burke Ford
- General Production Service
- Kern Oil & Refining Company
- LAMAR Advertising
- Mercy Plaza Pharmacy
- Pepsi
- San Joaquin Bank
- Sharpe Solar

**2007 "BREWS in the Village" SPONSORS**

**TITLE SPONSOR**

The Law Firm of **Borton Petrini, LLP**

**In Association with**  
 DOS EQUIS Imported Beer  
 Bakersfield Magazine

**Big KahunaVille Stage**

HADDAD Dodge

**MicroBLUES Stage**

Kern Schools Federal Credit Union

**LaCantinaVille**

CORONA

**Village Stage**

RJ's at River Lakes

**VinoVillage Jazz Stage**

JoRonCo Rentals

**CLUB VIP**

RJ's at River Lakes

**BREWS Sports Tent**

AT&T

Loop Electric

ModSpace

Randy Urner's OUTSIDE

Tejon Ranch

Wells Fargo Bank

**Big Time!**

Sunbelt Rentals

E. M. Tharp

Fastrip Food Stores

KUZZ

Lengthwise Brewing Company

Search Systems

Varner Bros. Inc.

Wells Fargo Bank

**Media**

Bakersfield Magazine

KELLY 95.3

KERN Talk Radio 1410

KGET TV-17

KGFM 101.5

KUZZ 55AM/107.9FM

Pirate Radio 93.1

The Beat 69.9

The Breeze 97.7

The Groove 99.3

**Gold**

AT&T

Accelerated Environmental

Air Brushin' AJ

American Business Machines

Amestoy's On the Hill

BF-Builders Flooring

Bakotopia.com

Brown Armstrong CPA's

Century Landscape Inc.

Clariant Oil Services

Marriot Courtyard & Residence Inn

Frito-Lay

JRS Shaddy, Inc. dba AT&T

Jim Hronis & Sons Farming

JoRonCo Rentals

Kern Schools Federal Credit Union

Knight Enterprises