

**You are invited...**



**Saturday, April 16, 2016**

**9 am – 4 pm**

**Bakersfield College**

**[www2.bakersfieldcollege.edu/gardenfest](http://www2.bakersfieldcollege.edu/gardenfest)**

**Sponsor Packet**

Hosted by  
Environmental Horticulture at Bakersfield College  
The Country Garden Radio Show



# 11th Annual Garden Fest

**Saturday, April 16, 2016, 9am—4pm**

**Event:** Bakersfield's premiere springtime garden event. Garden Fest is an open house featuring the Environmental Horticulture and Agriculture programs that draws thousands of visitors to the Bakersfield College campus for a day of family fun.

**Attendance:** Up to 5,000+ people have attended this event annually.

**Purpose:** To showcase and benefit the educational programs of the event partners.

**Featuring:** Environmental Horticulture's Biggest Plant Sale of the Year.

The Country Garden Radio Show, KERN Newstalk 1180 AM, live remote from 8 am to 10 am on the day of Garden Fest broadcast from the CLCA stage.

The Country Garden Seminars with industry professionals who inform and entertain attendees about gardening, floral design, pet care, cooking and more

Buck's Build-A-Pond Live installation seminar

Arts & crafts, outdoor leisure, farmer's market, fun for the kids.

**Publicity:** Full-color posters and flyers

Websites of the partner's organizations and Facebook

Weekly mention on The Country Garden Radio Show beginning March 12, 2016.

**Contact:** Sally Sterns, 661-395-4446



# Garden Fest 2016

## Sponsorship Opportunities

Your sponsorship benefits educational programs of the Environmental Horticulture Department at Bakersfield College.

### **\$5,000 Platinum Heritage Sponsor**

- Logo on posters and flyers
- **Half page** color ad in program (2,000 copies)
- Rotating banner ad, link and logo on event website
- Opportunity to hang 2 banners at festival (banner provided by you)
- Live mention at the event (up to 5,000+ attendees)
- Live mention as event sponsor on The Country Garden Radio Show, KERN News talk 1180 AM
- Listed on Festival advertising and social media
- Priority exhibitor space at the event (up to 5,000+ attendees)
- Coupons and samples distributed to Festival attendees by you (up to 5,000+ attendees)
- Mention on press releases

### **\$2,500 Gold Heirloom Sponsor**

- Logo on posters and flyers
- **Quarter page** color ad in program (1,000 copies)
- Rotating banner ad, link and logo on event website
- Live mention at event (up to 5,000+ attendees)
- Live mention as event sponsor on The Country Garden Radio Show, KERN News talk 1180 AM
- Opportunity to hang one banner at event (banner provided by you)
- Listed on Festival advertising and social media
- Priority exhibitor space at the event (up to 5,000+ attendees)
- Coupons and samples distributed to Festival attendees by you (up to 5,000+ attendees)
- Mention on press releases

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### **\$1,000 Silver Perennial Sponsor**

- Logo on poster and program
- Live Mention at event (up to 5,000+ attendees)
- Link and logo on event website
- Logo on at least on Constant Contact e-blast
- Opportunity to hang one banner at festival (banner provided by you)
- Live mention on The Country Garden Radio Show, KERN News talk 1180 AM
- Priority exhibitor space at the event (up to 5,000+ attendees)
- Coupons and samples distributed to Festival attendees by you (up to 5,000+ attendees)
- Mention on press releases

### **\$500 Bronze Garden Enthusiast Sponsor**

- Logo on program (2,000 copies)
- Live mention at event (up to 5,000+ attendees)
- Logo and link on Website
- Priority exhibitor space at the event (up to 5,000+ attendees)
- Coupons and samples distributed to Festival attendees by you (up to 5,000+ attendees)

### **\$250 Copper Nature Lover**

- Name listed on program (2,000 copies)
- Live mention at event (up to 5,000+ attendees)
- Logo and link on Website
- 50% discount on booth space (up to 5,000+ attendees)

### **In- Kind:**

Please contact Sally Sterns to discuss opportunities for In-Kind sponsorship.

**Sponsor packages can be customized to meet individual sponsor needs.  
Please contact Sally Sterns at 661-395-4446**

Sponsor logos are due **Monday, February 8, 2016**. Please provide electronic copies of logos in a .jpg or .tif format with at least a 300 dpi resolution. Logos may be emailed to: [ssterns@bakersfieldcollege.edu](mailto:ssterns@bakersfieldcollege.edu)



## Garden Fest Sponsor Guidelines

The Garden Fest Committee looks forward to the opportunity to partner with your organization in support of the 9<sup>th</sup> annual Garden Fest. Please carefully read the information below as it contains action items for your organization to complete and ensure that all sponsor benefits pertaining to your level of participation is received.

### Sponsor Logos

Sponsor logos are due no later than **Monday Feb. 8, 2016**. Please provide electronic copies of logos in a .jpg or .tif format with at least a 300 dpi resolution. Logos may be emailed to: [sterns@bakersfieldcollege.edu](mailto:sterns@bakersfieldcollege.edu)

### Exhibit Space

Sponsors at the \$500 level and above receive a complimentary exhibit space at the event. Tables and chairs are provided, but sponsors must provide their own shade canopies. Please contact Sally Sterns at 661-395-4446 with questions, and to indicate the number of tables and chairs needed.

### Full Color Ad in Program

Sponsors at the \$2,500 and above level should provide company ads of their liking to be inserted in the Festival program no later than **March 01, 2016**. Please contact Sally Sterns at 661-395-4446 or [sterns@bakersfieldcollege.edu](mailto:sterns@bakersfieldcollege.edu) for information on ad parameters as they pertain to your level of sponsorship.

**Thank you for your support of Garden Fest!**



## Garden Fest 2016 Event Sponsorship Form

Name of Organization \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### Sponsorship Level:

\_\_\_\_\_ Platinum Heritage (\$5,000)

\_\_\_\_\_ Gold Heirloom (\$2,500)

\_\_\_\_\_ Silver Perennial (\$1,000)

\_\_\_\_\_ Bronze Garden Enthusiast (\$500)

\_\_\_\_\_ Copper Nature Lover (\$250)

Note: For all sponsorships, please email a .jpeg or.tif format copy of the Company/Organization logo, With at least a 300 dpi resolution, to: Sally Sterns at [ssterns@bakersfieldcollege.edu](mailto:ssterns@bakersfieldcollege.edu)

**Deadline for logos is February 8, 2016.**

# KERN COMMUNITY COLLEGE DISTRICT

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## CONSENT FORM GENERAL RELEASE AND WAIVER OF LIABILITY

PARTICIPANT NAME: \_\_\_\_\_

EVENT DATE: \_\_\_\_\_

This is a legally binding Consent Form and General Release and Waiver of Liability made voluntarily by me, the undersigned Release or, on my behalf, and on behalf of my heirs, executors, administrators, legal representatives and assigns, to the Kern Community College District, its Board of Trustees and its member individually, its officers, executives, directors, faculty, staff, administrators, employees, agents, and representatives of any, including with respect to each its campuses and educational centers (hereinafter "District").

The undersigned hereby acknowledges that participation in the above named event may involve potential risk to the undersigned, and the undersigned assumes any and all such risks. The undersigned hereby agrees that for the sole consideration of District allowing the undersigned to participate in this event for which or in connection with which the District has made available any equipment, facilities, services, grounds or personnel for such programs or activities relating to the event, the undersigned does hereby fully and forever release and discharge the District, including any self-insurance funds of the District, from any and all claims, demands, rights and causes of action of whatever kind or nature, arising from or by reason of any and all known and unknown, present and future, foreseen and unforeseen, anticipated or unanticipated, bodily and personal injuries, damage to property, and the consequence(s) thereof, resulting from the undersigned's participation or involvement in or in way connected with the above named event and/or activity. The undersigned authorizes program staff to secure any licensed hospital, physician and/or medical personnel and any treatment deemed necessary for the undersigned's immediate care.

By the execution of the Consent Form and General Release and Waiver of Liability, the undersigned accepts full responsibility for any and all injuries, damages, and losses of any type, which may occur to the undersigned.

The undersigned further understand that the acceptance of this Consent Form and General Release and Waiver of Liability by the District shall not constitute a waiver in whole or party of sovereign immunity by the District.

The undersigned has read the above carefully before signing and understands and agrees that this Consent Form and General Release and Waiver of Liability shall be in effect for a period of time for the dates listed above.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Signature of Parent/Guardian (if under 18): \_\_\_\_\_

### **In Case of Emergency Notify**

Name: \_\_\_\_\_ Address \_\_\_\_\_

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