

# Taste of the Bay



A benefit for student scholarships and program needs of San Francisco State University's Hospitality and Tourism Management Department

**Wednesday, May 6, 2020, 6 – 9 p.m.**

**Grand Hyatt**

**345 Stockton Street, San Francisco**

**tasteofthebaysf.com**

**We cordially invite you to sponsor SFSU's 23rd Annual Taste of the Bay event.**

Taste of the Bay is a student-run fundraising event to support San Francisco State University's Hospitality & Tourism Management Department.

The event features delicious tastings from the Bay Area's most celebrated chefs, vintners and distributors of premium spirits for up to 500 guests. Your sponsorship will help this program (as well as others in the Hospitality and Tourism field) flourish. Recognition and naming benefits are listed below.

## Sponsorship Levels

### Presenting Sponsor \$50,000

- "Presented by" sponsorship in all collateral, website, social media and onsite.
- Offered to one sponsor on a first come, first serve basis.
- Logo or name prominently featured on main stage backdrop.
- VIP Reception
- Full page ad (inside front cover) in program book
- 15 guest passes (including VIP reception)
- Logo highlighted on website with hyperlink to sponsor's website

### Platinum Sponsor \$25,000

- Full page ad in program book, inside back cover
- 10 guest passes, additional tickets \$65
- Sponsor logo with hyperlink to sponsor's website on the Taste of the Bay website

### Gold Sponsor \$12,500

- Full page ad in program book
- 6 guest passes, additional tickets \$65
- Sponsor logo with hyperlink to sponsor's website on the Taste of the Bay website

### Silver Sponsor \$5,000

- ½ page ad in program book
- 4 guest passes, additional tickets \$65
- Sponsor logo with hyperlink to sponsor's website on the Taste of the Bay website

### Bronze Sponsor \$2,500

- logo presentation in program
- 2 guest passes, additional tickets \$65
- Sponsor logo with hyperlink to sponsor's website on the Taste of the Bay website

### Vendor Sponsor

(includes participating restaurant, winery, brewery, beverage company, event partner, media sponsor, and auction donor with donated items valued at \$250 or more)

- Special name mention in program book
- 2 guest tickets at \$65

## DONATIONS

Donation \$ \_\_\_\_\_

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

Title: \_\_\_\_\_

Company: \_\_\_\_\_

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

City, State, ZIP: \_\_\_\_\_

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

Email: \_\_\_\_\_

### PLEASE SELECT YOUR PAYMENT METHOD

A check is enclosed payable to "University Corporation SF State"

Please charge to my:

American Express  Visa

Discover Card  Mastercard

Acct. Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV#: \_\_\_\_\_

Card Holder Name (print): \_\_\_\_\_

Signature: \_\_\_\_\_

I pledge to make a payment of

\$ \_\_\_\_\_ by April 17, 2020.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Office of University Development  
San Francisco State University  
1600 Holloway Avenue  
San Francisco, CA 94132

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jhurty@sfsu.edu  
www.tasteofthebaysf.com

 **LAM FAMILY**  
COLLEGE of BUSINESS  
SAN FRANCISCO STATE UNIVERSITY

**PLEASE RETURN YOUR SPONSORSHIP FORM BY APRIL 17, 2020**

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## Sponsor Recognition

Taste of the Bay sponsors are recognized with company logos in promotional materials, which may include the event website, flyers and invitations. Sponsors are also recognized in the event's program with an ad featuring their company logo and website address.

## Event Program Ads

Sponsors may include a tribute message in their program ad such as "We're pleased to support SF State's Hospitality and Tourism Management program and the future leaders of the hospitality industry."

Alternatively, sponsors may design their own program ad in accordance with the Qualified Sponsorship Recognition Guidelines.

### Sizes

- Presenting Sponsor (\$50,000)—Full Page: 5 1/16" w x 8" h
- Platinum Sponsor (\$25,000)—Full Page: 5 1/16" w x 8" h
- Gold Sponsor (\$12,500)—Full Page: 5 1/16" w x 8" h
- Silver Sponsor (\$5,000)—Half Page: 5 1/16" w x 4" h

### Format

File formats accepted: high resolution TIFF, JPEG or PDF

## Guidelines for Qualified Sponsorship Recognition

### Sponsorship ads may include:

- logos or slogans that do not contain qualitative or comparative descriptions of a product or service
- list of locations, telephone numbers, or Internet addresses of the company
- value-neutral descriptions of product or service

### Sponsorship ads may not include:

- messages containing qualitative or comparative language
- messages containing price information or other indications of value
- messages containing an endorsement
- messages containing an inducement to purchase or sell a product or service

## Submission

Email your company logo and your program ad's tribute message or artwork to:  
Attn. Janine Hurty at [jhurty@sfsu.edu](mailto:jhurty@sfsu.edu) by Friday, April 17, 2020.