



Corporate Sponsorship Menu
34th Annual Gilroy Garlic Festival
July 27-29, 2012

Ingredients

The Gilroy Garlic Festival originated in 1979 with a charge to highlight the town of Gilroy and its prominence as the foremost grower of garlic in the world. Since then, over **3.8 MILLION** people have attended The Festival, held annually in this city of only 53,000 residents. The Festival is run by a private non-profit corporation, the Gilroy Garlic Festival Association. Its mission is to support the community projects, charitable groups and service organizations of Gilroy. Each year, the association distributes money to these organizations based on the number of volunteer hours contributed to the Festival. In 33 years, over **\$9.3 MILLION** has been distributed. The Festival is internationally acclaimed as “America’s premier summertime food festival.”

Features

GOURMET ALLEY: This area is the heart of The Festival, where chefs prepare a signature cuisine of calamari, scampi, pepper steak sandwiches, stuffed mushrooms, garlic bread, garlic fries and other renowned delicacies. Chefs use 20,000 pounds of beef, 8,000 pounds of pasta, 7,000 pounds of calamari and 4,000 pounds of garlic.

GARLIC MERCANTILE: The Mercantile offers a myriad of Festival related merchandise from cookbooks to shirts to wine glasses.

COOK-OFF THEATER: This area hosts celebrity chefs, local chefs, the internationally-chronicled Great Garlic Cook-Off featuring a Saturday clash of the top eight recipes chosen from over 800 entries submitted each year and Sunday’s professional Garlic Showdown iron chef-style competition for a top prize of \$5,000.

CHILDREN’S AREA: Games, hands-on-crafts, demonstrations, live entertainment; all geared to entertain the thousands of children who visit the Festival.

ENTERTAINMENT: Three stages offer a wide variety of musical entertainment; the Festival has hosted the Northern California debuts of various country music recording artists including Rascal Flatts, Sunny Sweeney and in 2011 Kip Moore.

ARTS & CRAFTS: One hundred of the finest artisans from throughout the country are selected to participate in these juried specialty products areas.

VENDOR’S AREA: Food and beverages

Gilroy Garlic Festival Presenting Sponsorship

This opportunity provides a corporate entity a two-year association as Presenting Sponsor of “America’s premier summertime food festival.”

This exclusive designation includes identification in all global publicity, all regional advertising and prominent product exposure to more than 100,000 Festival attendees.

This package offers:

- Corporate logo integrated below Garlic Festival logo as “Presented By”
- Presenting reference in all Festival advertising and publicity
- Corporate logo prominently displayed with link on Festival website
- Corporate banner over grill on Gourmet Alley
- Corporate banners on three entertainment stages
- A 10’ by 20’ exhibitor booth on the Park Side of Festival grounds
- One hundred (100) Festival admission tickets
- Fifty (50) Sponsor Hospitality admissions
- Thirty (30) Gourmet Alley complimentary meal tickets

Sponsor Fee

\$25,000 per year





The expanded Garlic Festival Cook-Off Theater features two large video screens, continuous live radio broadcasts and hosts capacity crowds for three days of popular activity

Master Chef Challenge - July 27
Great Garlic Cookoff - July 28
Garlic Showdown - July 29



Great Garlic Cook-Off This package provides one sponsor exclusive recognition in the Cook-Off's five-month long publicity campaign, prime banner placement on the Garlic Festival Cook-Off Stage and exclusive exhibit placement adjacent to the Cook-Off Stage.

This package offers:

- Cook-Off sponsor reference in all Festival advertising and publicity
- Corporate logo prominently displayed with link on Festival website
- Corporate banner prominently displayed on Cook-Off Theater
- A 10' by 10' exhibitor booth adjacent to Cook-Off Stage
- Seventy-five (75) Festival admission tickets
- Thirty (30) Sponsor Hospitality admissions

Sponsor Fee: \$20,000

Garlic Showdown (July 29) Emceed by a celebrity chef, four prominent Bay Area chefs will appear on the Garlic Festival Cook-Off Stage on Sunday to participate in the ultimate showdown. Each contestant will be challenged to prepare a personal entrée featuring the day's key ingredient: GARLIC. The Grand Prize is \$5,000!! Previous hosts have included Bravo TV's Top Chef Fabio Viviani.

This package offers:

- Showdown sponsor reference in select Festival advertising and all publicity
- Corporate logo prominently displayed with link on Festival website
- Corporate banner prominently displayed in Cook-Off Theater
- Sponsor representative to serve on judging panel
- Sixty (60) Festival admission tickets
- Twenty-five (25) Sponsor Hospitality admissions

Sponsor Fee: \$15,000

Gourmet Alley Demonstration Stage Presenting sponsorship of the theater located adjacent to Gourmet Alley; this venue hosts continuous presentations by the chefs on Gourmet Alley as they reveal the secrets to the preparation of the popular Alley fare. This package includes advertising and publicity reference and on-site corporate signage.

This package offers:

- Demo Stage sponsor reference in all Festival publicity
- Corporate logo prominently displayed with link on Festival website
- Corporate banner prominently displayed in Demo Stage Theater
- Fifty (50) Festival admission tickets
- Twenty (20) Sponsor Hospitality admissions

Sponsor Fee: \$10,000

Garlic Avenue A product exclusive 10' x 10' exhibitor booth with power along the main thoroughfare entering the Festival from the Ranch side, exposing products and services to three-day foot traffic of 100,000-plus visitors.

Exhibit Booth Fee: \$6,000

Print

USA Today
San Jose Mercury News
San Francisco Chronicle
New York Times
Chicago Tribune
Chicago Sun-Times
Life Magazine
Family Circle Magazine
Sacramento Bee
Los Angeles Times
Long Beach Ind. Press-Telegram
Washington Post
Orange County Register
Gilroy Dispatch
Contra Costa Times
Monterey Herald
Salinas Californian
Portland Oregonian
Fresno Bee
Boston Globe
Philadelphia Inquirer

Radio

KGO
KCBS
KBAY
KNBR
KRTY
KWAV
CBS Network
ABC Network
BBC
KABC, Los Angeles
KFBW, Los Angeles

Live Interviews with Garlic Festival Guests:

Denver, Chicago, Philadelphia, Minneapolis/St. Paul, Fresno, Los Angeles, Dallas, Kansas City, Boston, Phoenix, Seattle, New York City, Amsterdam, London

Media Coverage

Television

San Francisco Bay Area

NBC11
KGO
KPIX
KTVU
KRON
KQED

Monterey Peninsula

KSBW
KION
KCBA
KSMS

Sacramento

KCRA

Santa Maria

KCOY

National

CNN
Fox News
The Food Network

International

BBC
Berlin
Perth
Korean Broadcasting



3 Days | 100,000 Attendees | 50 Live Concerts
3 Prominent Cooking Competitions
Extraordinary Food | Global Media Coverage

July 27-29, 2012
10 a.m. to 7 p.m.

Christmas Hill Park, Gilroy, CA
30 miles south of San Jose off Highway 101

Gilroy Garlic Festival
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Photos by Bill Strange

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