



Vendor and Sponsor Information

The Second Annual Community Power Festival (CPF) will provide sponsors and vendors with an authentic, cost-effective opportunity to engage with event attendees in a family-friendly setting in downtown Monterey. **Join us for a celebration of clean energy, community and sustainability!!!**

- Test Drive an Electric Vehicle • Learn About Solar Power • Learn More About Clean Energy
- Meet Your Local Electricity Provider – Monterey Bay Community Power
- Test Ride an Electric Bike • Explore a Future Without Fossil Fuels • Enjoy Live Music
- Support Local Non-Profits Making a Difference in Your Community

Featuring interactive booths, local vendors, community organizations, food and live music, the Community Power Festival will provide residents and businesses with an opportunity to share and learn more about clean energy, community and sustainability.

The 2nd Annual Community Power Festival will take place at the Custom House Plaza – Monterey State Historic Park, part of the Monterey State Historic Park grounds located between Fisherman's Wharf and old town Monterey, along the shores of Monterey Bay and the Monterey Bay Coastal Recreational Trail.

Event Attendee Demographics

In 2018, MBCP's inaugural event in downtown Monterey drew nearly 3,000 attendees with an affinity for sustainability, outdoor lifestyle, community, and festival-style events.

As part of MBCP's efforts to grow and improve CPF each year, we will be conducting surveys onsite with event attendees, vendors and sponsors. An event recap will be provided to vendors and sponsors and MBCP staff will provide opportunities for all attendees to provide feedback as we begin planning for CPF 2020.

Advertising and Promotions for the Community Power Festival

Monterey Bay Community Power is committed to promoting the Community Power Festival and CPF sponsors through paid-advertising in print and digital media, earned media, online community, social network, and our strategic partners.



2019 SPONSORSHIP OPPORTUNITIES

Tiered Sponsorship Opportunities (\$100 - \$350)

For details on traditional tiered-sponsorship opportunities at the Second Annual Community Power Festival, please refer to the Sponsorship Categories and Benefits on the following page.

“Community Philanthropist” Sponsorship Opportunity (\$1,350)

The Community Power Festival is making the “Community Philanthropist” opportunity available to ONE sponsor only, providing a unique opportunity to position your business or organization as a standout supporter of community non-profits. Thanks to MBCP underwriting part of the Community Philanthropist offering, your \$1,350 investment will translate to \$2,000 donated to participating non-profits.

Along with exclusive naming rights as the “Community Philanthropist” for CPF, the Community Philanthropist sponsor will receive Gold Sponsor benefits PLUS a one-of-a-kind onsite activation designed to engage attendees and provide funding for any non-profit participating in CAF.

Here's how it works: The first 200 event attendees will receive a ‘Community Bucks’ token (with Philanthropist Sponsor logo) worth \$10 contributed to a participating non-profit of their choice. A \$1,000 portion of the Community Philanthropist sponsorship fee will go towards funding Community Bucks non-profit donations – MBCP will underwrite an additional \$1,000 for a total of \$2,000 donated to participating non-profits. Each non-profit will have a ‘Philanthropist Funds’ receptacle on their table, featuring the Community Philanthropist sponsor’s logo. Event attendees will be encouraged to visit each vendor and decide which non-profit they would like to donate \$10 to, on behalf of the Community Philanthropist sponsor. All participating non-profits will be local to the Tri-County area and share MBCP’s commitment to clean energy, community and sustainability.

**For questions about sponsorship, please email marketing@mbcp.org
or call (831) 641-7222**

<https://www.mbcommunitypower.org/communitypowerfest/>

**Non-Profits receive a 50% discount on Sponsorship and Vendor Fees EXCEPT Philanthropist Sponsorship
All sponsorship proceeds go towards funding the operating costs for the Community Power Festival. Any excess funds will be directed to MBCP Program funds.

Second Annual
Community Power Festival



CLEAN ENERGY COMMUNITY SUSTAINABILITY

BROUGHT TO YOU BY

Monterey Bay Community Power

SEPTEMBER 21, 2019

Sponsorship Categories & Benefits	Philanthropist	Gold	Silver	Bronze	Vendor
	\$1,350	\$350	\$250	\$100	\$0
Logo prominently displayed on event web page w/ hyperlink	●	●	X	X	X
Logo featured in event promotional material	●	●	X	X	X
Additional (10' x 10') vendor space	●	●	X	X	X
Additional banner prominently displayed at event	●	●	X	X	X
Acknowledgment via MBCP e-newsletter + press release	●	●	X	X	X
Opportunity to insert 1 item into event tote bag	●	●	●	X	X
Banner displayed at event	●	●	●	X	X
Acknowledgement via MBCP social media	●	●	●	X	X
Sponsor's name listed in event promotional material	●	●	●	●	X
Sponsor's name listed on event web page	●	●	●	●	X
10' x 10' vendor space at event	●	●	●	●	●