



2010 SPONSOR/PARTNER LEVELS

PARTNER Platinum- \$10,000 **(Platinum offers exclusivity for the industry)**

Platinum Sponsor/Partners will have their Logo prominent on the Chef's Challenge website, Challenge Mountain website, and Chef's Challenge Facebook page. Many thousands of hits to our website are assured by interests in the Agriculture industry, multiple recreation industry interests, travel & tourism industry, Culinary, Wine & Micro-Brew industries. Additionally there will be references on many print, T.V. radio outlets.

- 1) Logo displayed on all signage and advertising, and mentioned in print, T.V. and radio. Logo will be included on on-site posters & banners. Special acknowledgement will appear in event Program.
- 2) Logo on at least eight (8) CHEF'S CHALLENGE billboards on major highways in northwest Michigan for 30-60 days beginning mid-February.
- 3) Logo included in center lay-out of a massive placemat campaign at travel intensive restaurants throughout Michigan. Distribution at up to 500 outlets with 500 to 5,000 placemats each.
- 4) Logo included in display materials at Michigan Tourist Welcome Centers. Displays to be up until mid-April for benefit of all travelers visiting "Welcome Centers". Posters and brochures will be part of display.
- 5) Logo included on Chef's Challenge website, Challenge Mountain website, and Chef's Challenge Facebook page.
- 6) Vendor space at event.
- 7) Optional inclusion in various promotions all year that identify with the Chefs Challenge for Challenge Mountain.
- 8) Six (6) tickets to the "Iron Chef" Dinner on Saturday, April 24, 2010

GOLD - \$6,000

Sponsor/Partnership acknowledgment includes:

- 1) Small logo or listing on placemat campaign
- 2) Small logo or listing on all Welcome Center Promotion materials. (Posters & brochures)
- 3) Small logo or listing on CHEFS-CHALLENGE website, Challenge Mountain website, and Chef's Challenge Facebook page.
- 4) Four (4) tickets to "Iron Chef" dinner, Saturday, April 24, 2010
- 5) Vendor space at event.
- 6) Acknowledgments in Program and Event Banners & Signage.



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SILVER - \$4,000

Sponsor/Partnership acknowledgment includes:

- 1) Line listing on placemat campaign
- 2) Listing on Welcome Center Promotion material
- 3) Listing on CHEFS-CHALLENGE website, Challenge Mountain website, and Chef's Challenge Facebook page.
- 4) Four (4) tickets to "Iron Chef" dinner Saturday, April 24, 2010
- 5) Vendor space at event.
- 6) Various acknowledgments at Event (Signage).

BRONZE - \$2,000

Sponsor/Partnership acknowledgment includes:

- 1) "Thank You" on placemat campaign
- 2) Inclusion in Welcome Center material
- 3) Listing on CHEFS-CHALLENGE website, Challenge Mountain website, and Chef's Challenge Facebook page.
- 4) Two (2) tickets to "Iron Chef" dinner, Saturday, April 24, 2010
- 5) Vendor space at event.
- 6) Acknowledgment on Event Signage

PATRONS - \$1,000 to \$2,000

Listing on Chefs-Challenge website, Challenge Mountain website and Chef's Challenge Facebook page, listing on signage at the Event, and other acknowledgment that may arise.

VENDORS - \$125. - to \$250.

Vendors may choose from two size booths.

10'x10' for \$125

20'x20' for \$250.

Spots fill very quickly so please select your first and second choice of location. Vendors will receive four (4) tasting tickets and may purchase the Chefs cook-off tickets at a reduced rate.