

# *Napa Valley Mustard Festival*

## *2009 Business Opportunities*

Dear Potential Sponsor/Advertiser:

Take advantage of the most effective late winter/early spring promotion in the United States: The 16<sup>th</sup> annual Napa Valley Mustard Festival. The Festival provides a phenomenal two-month Season of Events, which takes place in the world famous Napa Valley – providing an excellent marketing opportunity for national, regional and local businesses.

A non-profit community service organization governed by a Board of Directors dedicated to community service oversees the Festival. Summers-McCann Inc. Public Relations, a Northern California company, created the season of events and manages annual production and promotion

Mustard Magic will launch the 16<sup>th</sup> annual mustard season on January 31, 2009. The Awards will be held on March 13; The Marketplace on March 14 and 15; The Mumm Napa Photo Finish on March 29; A variety of community events will fill the two-month calendar.

The Festival provides an array of promotional opportunities including marketing through Festival events, as well as sponsorship, and advertising in the primary Festival publication and The Marketplace program. The Festival publications are excellent marketing vehicles which will connect your business with positive Festival promotions. They are a cost effective means of reaching a substantial number of Wine Country residents and visitors, specifically targeting food, wine, and art connoisseurs. You will reach hundreds of thousands of qualified Northern California consumers, as well as visitors to the Napa Valley, and numerous Wine Country businesses.

One hundred and fifty thousand copies of the 16<sup>th</sup> annual official publication will be printed on glossy paper. Distribution will include insertion in the *San Francisco Chronicle* (to select zip codes), *Napa Valley Register*, and *Sonoma Index-Tribune*, as well as distribution with *Wine Country This Week* and *Wine Country Weekly Real Estate Reader*, and placement at Festival events throughout the Mustard Season. Fifty thousand copies of The Marketplace program printed on book paper, with a glossy cover, will be inserted in the Napa Valley Register and distributed through *Wine Country This Week*, *Wine Country Weekly Real Estate Reader*, and at The Marketplace. Advertisements placed on the Festival inside front, inside back, and back covers will be featured in both programs.

Qualifying cash sponsors receive complimentary display advertising in the Napa Valley Mustard Festival program, as well as other benefits. Please see Sponsorship Guidelines for details. Sponsorship Guidelines are available via the business page of the Festival website at [mustardfestival.org](http://mustardfestival.org).

Don't miss the opportunities this fantastic promotion offers! The deadlines for advertising placement are: November 7, 2008 for the Festival program; and February 11, 2009, for The Marketplace program. Advertising details follow.

We look forward to working with you during the 2009 Mustard Season. Please feel free to contact us by telephone, fax, or email.

Sincerely,

Pat Summers  
[pat@summers-mccann.com](mailto:pat@summers-mccann.com)

Robert Cherwink  
[robert@summers-mccann.com](mailto:robert@summers-mccann.com)

Jessica Petroni  
[jessica@summers-mccann.com](mailto:jessica@summers-mccann.com)

Christine Ricketts  
[christine@summers-mccann.com](mailto:christine@summers-mccann.com)

# *Napa Valley Mustard Festival*

## *2009 Festival Program Advertising*

### *About The Publication*

The Napa Valley Mustard Festival program is a publication designed to reach Wine Country residents and attract visitors to the area, and to promote events, sponsors and advertisers.

The program cover will feature 2009 poster art by Sara Barnes. **150,000 copies** (or more) will be printed on glossy paper. Distribution will include insertion in the *San Francisco Chronicle* to select zip codes. Cover advertisements will also be used for *The Marketplace* program - an additional run of 50,000 copies. Program editorial will promote the beauty of Napa Valley's *Mustard Season*, events, and Festival sponsors.

Benefits of sponsorship may include display advertising as well as mention in the publication. Sponsorship Guidelines are available via the business page of the Festival website at [mustardfestival.org](http://mustardfestival.org).

### *Napa Valley Mustard Festival Mission Statement*

*The Napa Valley Mustard Festival's primary goals are to unite the entire Napa Valley; to promote the Mustard Season prior to and during the months of February and March; to increase revenues for both businesses and non-profit organizations during this beautiful, unhurried time of year; and to encourage education of the public in regard to the arts, culture, and agriculture of Napa Valley.*

### *Advertising Details –*

Full-color advertisements are available on interior pages of the publication. The back cover has been sold.

### *Distribution –*

Publication insertions in the East Bay, South Bay, San Francisco, Marin County, Napa Valley Conference and Visitors Bureau; Napa Valley Mustard Festival events.

### *Insertions –*

*San Francisco Chronicle, Napa Valley Register, St. Helena Star, Weekly Calistogan, Sonoma Index-Tribune*

### *Distributors –*

*Wine Country This Week, Wine Country Weekly Real Estate Reader, Napa Valley Mustard Festival*

*Circulation – 150,000 (or more)*

*Advertising Deadline – November 7, 2008*

*Placement – First Come, First Served Basis*

*Press Date – Early December, 2008*

*Distribution Dates – Mid-January through late March, 2009*

*Payment – Due Upon Placement with Ad Contract*

For advertising assistance  
call Summers-McCann, Inc.  
at 707.938.1133 or 707.944.1133  
fax 707.938.0123  
or email: [info@mustardfestival.org](mailto:info@mustardfestival.org)

### *Artwork for Your Ad*

Professionally designed ads may be submitted digitally according to specifications.

Original artwork may be provided to Summers-McCann for ad production. Design & production are available at \$125 per hour; two-hour minimum, plus expenses.

Designers please call Robert Cherwink,  
Creative Director, for information  
at 707.938.1133 x107, or e-mail:  
[robert@summers-mccann.com](mailto:robert@summers-mccann.com)

*Artwork for ad production due  
no later than November 7, 2008.*

# Napa Valley Mustard Festival

## 2009 Festival Program Advertising Rates

### Full Color Ads / Special Placement

Professionally designed ad to be provided according to specifications by advertiser; or design & production are available at \$125 per hour (two-hour minimum, plus expenses).

<b>• COVER</b>	<u>Size in inches, width x height</u>	<u>Price</u>	
<i>Includes both the main Festival program (150,000 copies) and The Marketplace program (50,000 copies) – 200,000 total!</i>			
<b>• BACK COVER</b>			
full page only	8 1/4 x 10 3/4 (final trim size for full bleed)	\$10,000 (SOLD)	
<b>• INSIDE FRONT &amp; BACK COVERS</b>		<u>Front</u>	<u>Back</u>
Reserved for Presenting sponsors			
full page	8 1/4 x 10 3/4 (final trim size for full bleed)	\$ 9,000	\$ 9,000
<b>• PAGE 3</b>			
half page only (next to table of contents)	3 5/8 x 10	\$ 5,000	
<b>• INTERIOR PAGES</b>			
full page	7 1/2 x 10	\$ 5,000	
half page	3 5/8 x 10 - or - 7 1/2 x 4 7/8	\$ 3,500	
quarter page	3 5/8 x 4 7/8	\$ 2,500	
product label (approximate size) ~	7.5 square inches	\$ 950	
“co-op” (1/9 page)	2 3/8 x 3 3/16	\$ 950	

### Listings

“SUPPORTER” LISTING OR “LODGING SUGGESTION”	\$ 300
BOTH “SUPPORTER” LISTING AND “LODGING SUGGESTION”	\$ 450

Supporter Listing includes business name, address, telephone number, website, plus a brief description of business (up to 10 word tag line);

Lodging Suggestion includes business name, rate range, city, website, and telephone number.

Supporter and Lodging listings appear in both the main Festival program and The Marketplace Program, as well as on the Festival website.

Don't miss this unique opportunity to promote your business or event  
through the official Napa Valley Mustard Festival program!

Deadline: November 7, 2008

Early contracts reserve special placement • Designers call to discuss specs before sending  
*Napa Valley Mustard Festival contributions and fees can be charged to your credit card*

For advertising assistance call Summers-McCann, Inc.  
at 707.938.1133 or 707.944.1133

fax 707.938.0123 email: info@mustardfestival.org

# Napa Valley Mustard Festival

## 2009 Festival Program Advertising Contract

\_\_\_\_\_  
BUSINESS

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY

\_\_\_\_\_  
STATE

\_\_\_\_\_  
ZIP

\_\_\_\_\_  
TELEPHONE

\_\_\_\_\_  
FAX

\_\_\_\_\_  
EMAIL

\_\_\_\_\_  
CONTACT

\_\_\_\_\_  
POSITION/DEPARTMENT

\$ \_\_\_\_\_

AD COST

\_\_\_\_\_  
SIZE, PLACEMENT, SPECIFICATIONS

Pick up ad on file

Ad to be supplied digitally according to specifications\*

\* Designers: Communicate with Robert Cherwink  
at Summers-McCann BEFORE SENDING ~  
707.938.1133 x107; robert@summers-mccann.com

Ad to be produced by Summers-McCann for a separate fee  
plus expenses (\$125 per hour; two-hour minimum)  
~ to be invoiced separately, payable to Summers-McCann

\$ \_\_\_\_\_

AMOUNT (DUE UPON PLACEMENT)

MAKE CHECKS PAYABLE TO  
NAPA VALLEY MUSTARD FESTIVAL

\_\_\_\_\_  
AUTHORIZED SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SUMMERS-McCANN, INC.

\_\_\_\_\_  
DATE

REPRESENTING THE NAPA VALLEY MUSTARD FESTIVAL

<input type="checkbox"/> Use my credit card for payment	<input type="checkbox"/> VISA or M/C
	<input type="checkbox"/> Discover
	<input type="checkbox"/> American Express
#: _____	_____ Exp. date
_____ Name as it appears on card	

Payment and ad copy due by November 7, 2008

Only professionally designed ads will be accepted • Ad production is available for a separate fee  
Designers call Robert Cherwink to discuss specifications before sending

For advertising assistance contact Summers-McCann Inc. Public Relations – 707.938.1133 or 707.944.1133  
fax: 707.938.0123 • email: info@mustardfestival.org

SEND CONTRACT WITH CHECK PAYABLE TO:  
NAPA VALLEY MUSTARD FESTIVAL  
P.O. BOX 3603 • YOUNTVILLE, CA 94599

CHARGE

DATE PAID: \_\_\_\_\_

CHECK #: \_\_\_\_\_

DATE REC'D: \_\_\_\_\_

NEW PLACEMENT

RENEWAL

UPGRADE

SPONSOR

# Napa Valley Mustard Festival

## 2009 The Marketplace Program Advertising

### ABOUT THE PUBLICATION

The Marketplace, the Napa Valley Mustard Festival's Signature Event, showcases food, wine, art, gourmet products, and mustards from around the world. The event program features participants, sponsors, advertisers, and upcoming mustard season events; and includes a schedule of cooking demonstrations, music, and entertainment.

The cover will feature new artwork created for the Festival by noted artist Sara Barnes. 50,000 (or more) copies of the program will be printed. Distribution will include: Insertion in the *Napa Valley Register*, *Wine Country This Week*, *Wine Country Weekly Real Estate Reader*, and copies available at the event. Program editorial will promote the beauty of Napa Valley's mustard season, as well as Festival sponsors and events.

Black and white advertising is available on interior pages. Advertisers may provide professionally prepared digital files; or Summers-McCann, Inc. Public Relations can produce ads from advertiser's art and copy at \$125 per hour, two-hour minimum, plus expenses.

### DISCOUNTS

The Marketplace participants receive a 10% discount!

**CIRCULATION:** 50,000 (OR MORE)

**ADVERTISING DEADLINE:** FEBRUARY 11, 2009

**PRESS DATE:** MID-FEBRUARY

**DISTRIBUTION DATES:** MARCH 1 - 16, 2008

### DISTRIBUTION:

*Napa Valley Register*  
*Wine Country This Week*  
*Wine Country Weekly Real Estate Reader*  
The Marketplace

**PAYMENT:** DUE UPON PLACEMENT WITH AD COPY

**ARTWORK SPECIFICATIONS:** PROFESSIONALLY PREPARED  
BLACK AND WHITE DIGITAL FILES;  
OR WE CAN CREATE YOUR AD.

For advertising assistance please contact  
Summers-McCann Inc. Public Relations  
707.938.1133 or 707.944.1133 • fax: 707.938.0123

For Napa Valley Mustard Festival information via the Internet:  
mustardfestival.org • info@mustardfestival.org

Don't miss this unique opportunity  
to promote your business or event  
through the official  
*Napa Valley Mustard Festival*  
*Marketplace program*

### Black & White Advertising Rates

- full page  
7 1/2 X 10 \$1,550
- half page  
3 5/8 X 10  
or 7 1/2 X 4 7/8 \$ 950
- quarter page  
3 5/8 X 4 7/8 \$ 550
- "co-op"  
2 3/8 X 3 3/16 \$ 300
- wine label \$ 300
- lodging listing \$ 100

### DEADLINE: FEBRUARY 11

Marketplace participants  
receive a 10% discount!

Artwork for ad production, or  
finished digital files may be  
supplied according to specifications.

Designers:  
Please call Robert Cherwink  
at 707.938.1133 x107  
BEFORE SENDING  
or e-mail:  
robert@summers-mccann.com

