



June 20th 2009 3:00pm-9:30pm
Dick's Sporting Goods Park, North Stapleton

Please join Boutique for the Soul, the Colorado Rapids, and various women owned businesses and organizations in celebrating the spirit and inspiration of women. A full day of live music, well-known local speakers, workshops, demos, local women-owned business, the Colorado Rapids game and much more will be on hand throughout the day to inspire, educate and motivate the women of Colorado.

The Colorado Rapids have represented Denver's Major League Soccer fans since 1996. Boasting playoff contending teams and one of Denver's most impressive home records, the Rapids continue to build excitement for soccer in the Rocky Mountain region. The Rapids play at what is considered the largest soccer stadium in the world, Dick's Sporting Goods Park (which holds 18,000 fans). This event will feature the Rapids vs. DC United.

2009 Festival of Women : There will be 2 main areas of the festival, covering all things women; The Festival Area (in front of stadium) and the concourse (inside of stadium).

Exhibitor fees include a 10 x 10 space, table and 2 chairs, 3 exhibitor badges, listing in the festival program and on the festival website.

Entry to this event is \$15, with \$5 from each ticket going to The Alliance of Professional Women Foundation (APW). The price for admission includes entry to The 2009 Festival of Women, and the Colorado Rapids game versus DC United. To purchase tickets, please go to www.blacktie-colorado.com/rsvp and enter event code: **AF09**

For more information on participating in this event, sponsorship or attending, please contact Boutique for the Soul at www.boutique4thesoul.com/festivalofwomen or info@boutique4thesoul.com.



For more information about the event please contact Boutique for the Soul at info@boutique4thesoul.com, Applications to be sent to: 4833 Front Street #B Box 403, Castle Rock, CO 80104 or Faxed # 866-433-2095

Title Sponsorship Opportunities \$3,000 Exclusive to Industry (10 available):

- Position Your Company as one of a select group of sponsors in support of women entrepreneurs.
- Attach Your Corporate Name to a Festival that is designed to attract professional and business women and the community-at-large.
- Reach and Educate your direct consumer on your products and services
- Partner with many well known women's organizations and a Professional Sports Team who have created this venue for women to gain exposure and awareness of their business in the State of Colorado.
- Help Denver Women showcase their unique products and reach their full potential as small business professionals.
- Have access and market to the over 12,000 fans that attend the Colorado Rapids home games

Title Sponsorship Benefits:

- **Sponsorship Booth Space:** 10 x 20 prominent space located on the concourse at the front main gate of the festival (Gate G) with table (canopy optional and not included), 2 chairs and electricity provided (no pipe and drape), and 5 exhibitor badges ~ \$700 Value
- **Your exhibitor fee below includes 10 admission tickets (valued at \$15 each)** which are good for entry to the Festival of Women, as well as the Women's Soccer Celebration and the Colorado Rapids vs. DC United match. You are able to re-sell these tickets to recoup \$150 of your sponsorship fee if you so choose or give away the tickets to clients, friends, a charity or family.
- **Prominent Display as Title Sponsor on Dick's Sporting Goods JumboTron Advertisement:** Displayed at various Colorado Rapids Home Games from March to June as well as throughout Festival of Women event and the Colorado Rapids Game~ \$1000 value
- **Prominent Display as Title Sponsor on all marketing flyers and exhibitor packets:** Distributed through BFTS newsletter, BFTS events, Colorado Rapids, Kroenke Sports, and all presenting sponsors and Festival of Women participants (exhibitors, speakers, etc.)~ \$1000 value
- **Prominent Display and Company link on Festival of Women Website as Title Sponsor ~\$1000 value:** www.boutique4thesoul.com/festivalofwomen
- **Prominent Display as Title Sponsor on the Festival of Women Program:** Distributed to every guest who walks through the gates of the Festival. A PDF copy will also be available on the Festival of Women website~ \$1000 value
- **Opportunity for Marketing or promotional item to be included into Festival of Women Guest Bags~\$500 value**
- **Company name recognized as Title Sponsor in the press~ \$2500 value.**
- **Opportunity to participate in any other outside promotion of the festival with various media sources** (such as but not limited to: radio, TV or cable spots). Participation price may vary.



June 20, 2009 3pm-9:30pm
Dick's Sporting Goods Park, 6000 Victory Way, Commerce City, CO 80022
Sponsorship Application (PLEASE RETURN TO SECURE YOUR SPONSORSHIP 1 OF 2)

Today's Date: _____

Company Name: _____

Exhibitor Name: _____

Address: _____

City, State, Zip _____

E-mail: _____

Tel: _____

Website: _____

Number of booths needed (please circle) 1 (**included**) or 2 (\$200) located on concourse at main gate "G"

Additional needs: (please circle) Additional Tables (**1 included**) # _____ Electricity (**included**) _____
Additional name badges (**5 included**)-\$15 # _____ Mix 100 Radio Ad _____

Boxed Lunch (please provide type of sandwich (see options below) _____

Exhibitor boxed lunches provided by Aramark (will be available at concession window after 12pm) includes sandwich, chips, beverage and a cookie. Sandwich choices include: ham, turkey or tuna=\$12

Total Balance of services to be charged: \$ _____

Credit card # _____ EXP. Date _____ 3-digit Code _____

Name on Card _____

Exhibitor Information ~Exhibitor Zones: There are 2 sections to the Festival of Women: Concourse (inside) & Festival Entrance (outside)

Concourse~ Have the opportunity to be part of The 2009 Festival of Women, and the Colorado Rapids game versus DC United with your company represented on the main concourse throughout the entire day (3pm-9:30pm). **50 total spaces available**

Festival Entrance~ Located outside the main entry gate of the stadium and open to the public and ticket holders throughout the Rapids game (3pm-8:15pm); have your company represented as part of The 2009 Festival of Women. **100 total spaces available**

Sponsorship Fee (Due upon Receipt in Order for Sponsorship Benefits to be utilized): For sponsors, you must fax or e-mail your **DEPOSIT FORM** with credit card information for your space and sponsorship to be reserved.

Refund Policy

There will be **no** refunds of sponsorship fees if applicant fails to participate in festival or if there is inclement weather during the festival. Once marketing of event starts and company logo or name is used in marketing materials, no refund of sponsorship is available.

Exhibitor Options:

<ul style="list-style-type: none">• Electricity available for \$25 (there is no wireless access on the concourse).• Additional Exhibitor badges available for \$15• Additional table rental available for \$25	Exhibitor boxed lunches provided by Aramark (will be available at concession window after 12pm) includes sandwich, chips, beverage and a cookie. Sandwich choices include: ham, turkey or tuna=\$12
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Denver Post Marketing Opportunity (20 available): Have your company logo or business name listed in the insert/Mailer for The Festival of Women~ 11x12 Glossy One-Sided (4 color) insert printed by the Denver Newspaper Agency. This piece is inserted into the Sunday Denver Post biweekly in June 2009 (2 drops total). Total households: 56,921. Commitment and payment needed no later than May 15th, 2009. First 20 reservations only= \$500

MIX 100 Marketing Opportunity (20 Available): Have your company mentioned in a minimum of 15 60-second spots that will air on Mix 100 leading up to the event. You will be one of four companies listed in the ad that will be promoting listeners to visit your booth when they attend the event. The spots run throughout all day parts, Saturday – Saturday (day of event). The total schedule will reach over 72,000 women age 18+ and they'll hear the message 3.7 times. Commitment and payment needed no later than April 1st, 2009. First 20 reservations only= \$500

Set Up and Breakdown

Initial set-up by vendors may begin 3 hours prior to festival's start time. **Carry-in only from 10:00am-2:00 pm.** Bring your own dollie if needed. A registration table will be set up at the main entrance at gate #G to sign in for the day. If you arrive after 2:00pm, you will be considered late, lose your deposit and will not be able to set up at the event. Booth Spaces will be numbered and marked with your company name and are in ten-foot wide increments. Exhibitor's booth breakdown on the evening of, will take place after the end of the Colorado Rapids soccer game.

Breakdown is not acceptable prior to the stated times. If breakdown occurs before the stated time, the exhibitor will be charged an additional \$100 fee. All exhibitors need to be vacated from the premises no later than 11pm on the day of the festival. A \$25 fine will be assessed if materials or trash are left on the premises after 11pm. The exhibitor space is non-transferable and the sublease of such space is prohibited. **Booths must be manned during all show hours.**

Exhibitor Space Definition and Restrictions Tables, backdrops, etc. must be provided by the vendor and must be erected or constructed with concerns for the safety of the public and other vendor's booths. **Labor to hang banners, or set up displays will not be available.** Mobile or trailer exhibits are prohibited. Cash and carry items are permitted. **Sales of food and beverages for immediate consumption are not permitted.**

Exhibitor Space Assignment

We try very hard to be fair to everyone. The following steps are applied, in order, to each application.

1. We assign exhibitors on a first come basis (including requests to be under overhang)
2. We assign exhibitors who have requested multiple spaces.
3. We assign exhibitors who are late applicants.

A selection committee will review applications and focus on accepting a broad range of prices and product type, and provide an opportunity to showcase the wonderful diversity of the Denver area. We attempt to separate similar products; therefore it is important to specify the main product that is intended to sell on the exhibitor application. Steps 1 through 3 are implemented in the order received (email or postmark date).

We begin assigning exhibitor space as the date nears (all spaces will be assigned no later than 5/31/09). We will email the exhibitors with that information a week prior to the festival date. Exhibitor applications with postmarks after the due date are treated as late applications. We do not accept hand carried applications to beat the deadline, as this would not be fair to those who email or mailed on time. If an exhibitor desires adjoining space with another exhibitor, both applications will need to be in the same envelope. We will make every attempt to comply with requests whenever possible, but to be accommodating is not always possible. If an exhibitor does not provide us with their email address they will then receive their exhibitor space assignment on the date of their arrival to the event.

Discrimination Clause

The Festival Organizers reserve the right to prohibit any product from being marketed at this event. Failure to comply with any of the rules and regulations set forth by this festival could result in the exhibitor's application being revoked, removal from the festival grounds and no application refund. This is an absolute, no exceptions. Exhibition space is owned by Colorado Rapids which may make and enforce its own rules for the exhibitors. Its rules supersede the event presenter's rules.

(PLEASE RETURN TO SECURE YOUR SPONSORSHIP 2 OF 2)

Exhibitor Conduct and Responsibility: Festival Exhibitors shall conduct themselves in a personable and business like manner to customers and other exhibitors. No loud music or presenting that could annoy other exhibitors will be allowed. Exhibitors are responsible for their own taxes and license liabilities Colorado State Sales Tax must be collected where applicable. All exhibitors must submit their business license number on their exhibitor application if they sell a product. Exhibitors are responsible for keeping their space clean as well as keeping their items safe from theft.

Should any exhibitor at any time occupy the premises in a manner contrary to these rules and regulations or in any manner which is hazardous or offensive to the public or other exhibitors, that exhibitor, upon request of the Festival Organizers, shall immediately cease such offending conduct. Failure to comply shall be just cause for the Festival Organizers to revoke that exhibitor's application, which will result in that exhibitor's removal from the festival grounds. Upon revocation, that exhibitor shall promptly vacate the premises. Upon failure to vacate, the Festival Organizers are authorized to remove all property of said exhibitor from the premises at the exhibitor's expense. Festival Organizers are relieved and discharged of any and all loss occasioned by such removal. The Festival Organizers shall not be responsible for storage or safekeeping of the removed exhibitor's property.

Exhibitor Details: Event presenters have the right to change any terms, rules and regulations at any time.

The event is being held in an open-air stadium. All exhibitors will be located on the main concourse with some booth locations situated under an overhang. Event will take place rain or shine. Exhibitors responsible for the following: canopy (if necessary) linen for table, additional tables or displays within their area, company sign, materials and any give-aways or special promotions done at the table. Exhibitor badges to be worn at all times throughout festival. Exhibitors can only have one industry represented per table. Any additional services that will be performed at the booth will need to be outlined in the exhibitor paperwork (i.e. massage chair) and will need to be approved by event presenters. This event will be a unique and beneficial experience for all. To achieve a successful event, it is imperative that everyone work together to promote and invite all who they know; contacts, organizations, friends, neighbors, media, etc. We ask each participant to be a part of this grass-roots effort of marketing which is proven to produce amazing results!

Security

Exhibitors are solely responsible for securing their own property during the festival. Festival Organizers are relieved and discharged of any and all loss resulting from vandalism or theft.

Prohibited and Restricted Items

No hazardous equipment or substances are allowed for sale or public use, e.g. firearms, gasoline, open flame, alcoholic beverages or materials deemed unfit for sale by law or the Festival Organizers.

Issues not covered herein shall be subject solely to the discretion of event presenters.

Signature acknowledges acceptance of Terms and Policies of this agreement. By signing this agreement the exhibitor expressly releases Boutique for the Soul, LLC© from any and all liability for damage, injury, or loss to any person or goods, which may arise from the rental and occupation of booth space. I have read, understand and agree to the presenter's Policy.

Signature _____ Date _____

Produced by A Boutique for the Soul, LLC© www.Boutique4theSoul.com

For more information about the event please contact Boutique for the Soul at info@boutique4thesoul.com, Applications to be sent to: 4833 Front Street #B Box 403, Castle Rock, CO 80104 or Faxed # 866-433-2095