



# Cardiff Greek Festival 2018

Sts. Constantine and Helen Greek Orthodox Church, 3459 Manchester Ave., Cardiff-By-The-Sea, CA 92007 • 760-942-0920  
office@stsconstantinehelen.com ~ cardiffgreekfestival.com

## Sponsorship Agreement

Date \_\_\_\_\_

Business: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Sponsorship level: Crete \$5000\_\_ Rhodes \$2500\_\_ Corfu \$1000\_\_ Santorini \$500\_\_ Mykonos \$250\_\_**

### My Advertisement terms:

- Use my exact artwork from the Cardiff Greek Festival 2016 Program Book
- I will provide camera-ready artwork along with payment by July 31, 2018\*
- I would like your designer to design my Ad (\$75 additional fee)
- I would like to do a website Ad only (\$250 fee + design fee applies)
- Special Instructions \_\_\_\_\_

### \*Important terms, conditions, notes (your signature below confirms that you understand and acknowledge the following:

1. Ad placement in either sponsorship package excludes front cover or middle spread.
2. Premium placement is limited to 5 areas; inside front (2) inside back (2) and back cover based on date order received.
3. New ads must be provided in proper press-ready PDF format, otherwise ad design fee will apply. Already printed business cards and other printed material do not qualify as ready-to-publish artwork and will be assessed a \$75 design fee to compensate our creative director for building your ad.
4. Website ads must be provided in a proper format; otherwise a design fee will apply.
5. Placement of the ads is up to the discretion of the Brochure Design & Festival Production team. Requests for specific placement will be considered, but compliance is not guaranteed.
6. Festival sponsors are ultimately responsible for the accuracy of the information on their print or web ads and agree not to hold Sts. Constantine and Helen Greek Orthodox Church, its festival Volunteers or the Brochure Production Team liable in the case of any errors appearing on their ads.

**X** \_\_\_\_\_

\*Your signature

**X** \_\_\_\_\_

Festival Representative signature

### BROCHURE AD SPECIFICATIONS:

To accommodate the many different software programs and OS platforms, we have established a PDF workflow for receiving finished artwork for printed advertisements. Our established advertising rates require digital PDF ad submission, which enable us to produce a quality product for our advertisers and meet the standards of quality printing. There are a number of ways to create a PDF file, but not all are suitable for offset printing. Some are only suitable for Internet use, while others are intended for printing a copy to a desktop printer. A PDF file that has been created properly for a printing press contains embedded fonts and high-resolution images and graphics. One way to produce your PDF is by using Adobe Acrobat with either the "press quality" or "PSFX-1a" settings. Please submit your print ad in a vector-based, CMYK PDF with all fonts included, at 100% size (no scaling).

If raster images are included in the PDF, please make sure they are 300PPI or larger at actual size. Rasterized black text should be 600PPI or higher. Full-page ads must include 1/8" bleed all around, for a total size of 4-1/4" x 9-1/4". If you can only provide loose materials (hand written content, typed text, photos to be scanned, business cards, etc.), our creative director can create an ad for you according to your specifications and suggestions for a \$75 fee. You may also hire any other designer of your choice.

### WEBSITE AD SPECIFICATIONS:

\*PIXEL SIZE: 220 x 220 px \*COLOR SPACE: RGB, Indexed Color. No CMYK allowed.

FILE FORMAT: JPEG, GIF, PNG, Animated GIF. No Flash allowed. MAXIMUM FILE SIZE: 100KB

LINKING: Please provide one URL you want your web ad to link to. You may also invoke an email link instead of a URL.

If you don't know what these specifications mean, or if you don't have the software tools to meet them, please consult a professional designer or have our designer build the ad for you; \$75 fee will apply



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## SPONSORSHIP OPPORTUNITIES

**Partner with us as we celebrate our 40<sup>th</sup> Anniversary as we transport the San Diego community with the sights, sounds, aromas and hospitality of Greece!**

To be a sponsor, contact  
Christina Carter  
858-472-0951  
bouskosc@yahoo.com

Note: **Deadline is July 31, 2018**  
Please be sure to complete the contract and review terms.



### Crete \$5,000 \* (limited to 5)

- Premium full page placement of advertisement in festival program book
- Mentions and integration into various festival medias where possible (i.e. social media posts ability to offer coupons, specials, and services)
- Premium ad placement on festival website for one-year
- Premium size logo placement on selected marketing materials, i.e. email, print, and digital marketing
- Live recognition throughout the festival weekend
- Premium signage at entry and up to 4 additional locations throughout the festival
- 10 tickets for *assorted Greek cuisine* in our Sponsorship Area
- 20 regular admission tickets for your family, friends, and guests

### Rhodes \$2,500

- Full-page ad in festival program book
- Mentions and integration into various festival medias where possible (i.e. social media posts ability to offer coupons, specials, and services)
- Ad placement on festival website for one-year
- Logo placement on select marketing materials, i.e. email, print, and digital marketing
- Live recognition throughout the festival weekend
- Premium signage at entry and up to 4 additional locations throughout the festival
- 6 tickets for *assorted Greek cuisine* in our Sponsorship Area
- 10 regular admission tickets for your family, friends, and guests

### Corfu \$1,000

- Full-page ad in festival book
- Live recognition throughout the festival weekend

### Santorini \$500

- Half-page Ad in festival program book

### Mykonos \$250

- Quarter-page Ad in festival program book

### Ad Sizes

- Full Page: 4" width x9' height with 1/8" bleed all around
- Half Page: 3 ½" width x 4 1/8" height
- Quarter Page: 3 ½" width x 2" height