

MCLEAN ROTARY CHOCOLATE FESTIVAL 2020

SPONSORSHIP SOLICITATION GUIDELINES

In an effort order to improve the results of our sponsorship solicitation efforts and to better utilize the physical improvements of the recently renovated McLean Community Center the Chocolate Festival Committee is introducing 9 different levels of sponsorship. The following guidelines help explain how to sell those new sponsorship levels:

1. Be sure to explain that revenues from these sponsorships and the Chocolate Festival are used to support many local and international charities through the McLean Rotary Foundation (a tax exempt 501(c)3 non-profit Virginia corporation).
2. The Chocolate Supreme and Chocolate Jubilee levels are intended for major sponsors. The committee has targeted and will directly approach certain McLean companies for these sponsorships.
3. Our previously popular vinyl banner signs have proven difficult to install and even more difficult to be seen by attendees. Accordingly, we are now switching to paper banner signs. There are 2 sizes: Chocolate Sundae (4' X 4') and Chocolate Smoothie (4' X 2'). These banner signs will be taped to the interior glass lining the courtyard, can be read on both sides, and will be much more visible to patrons as they walk through the hallways.
4. We will be using an 11" X 14" program map to help attendees locate the various venues they can enjoy. On the flip side we will be selling logo space (previously business cards) sponsorships at 2 levels: Chocolate Mousse = 2 spaces; Chocolate Chip = 1 space.
5. The new Chocolate Shake level is for sponsors donating items to the Festival Marketplace.
6. The Friend of Rotary allows sponsoring companies to have an exhibit table promoting their business in the Stedman Room adjacent to the chocolate vendors. We haven't decided for sure to use this room for non-chocolate companies (it depends on how many chocolate vendors we have) but you can gauge their interest in having an exhibitor space and we can get back to them in December.
7. Finally, we have the "Proud Sponsor" flyer for local businesses who are unable to support the Chocolate Festival at the higher sponsorship levels, but still would like to show their support for the Festival. Please try this one when all else has failed.
8. We are also circulating a prospect signup sheet listing 29 local companies that have not been sponsors in the past, but we would like to be approached for sponsorships now. Please sign up to approach at least one of these listed companies and make this festival a great success.
9. We have prepared a packet for you to use when you approach a potential sponsor. We hope it will facilitate your presentation and make it easier for you to obtain a positive outcome.

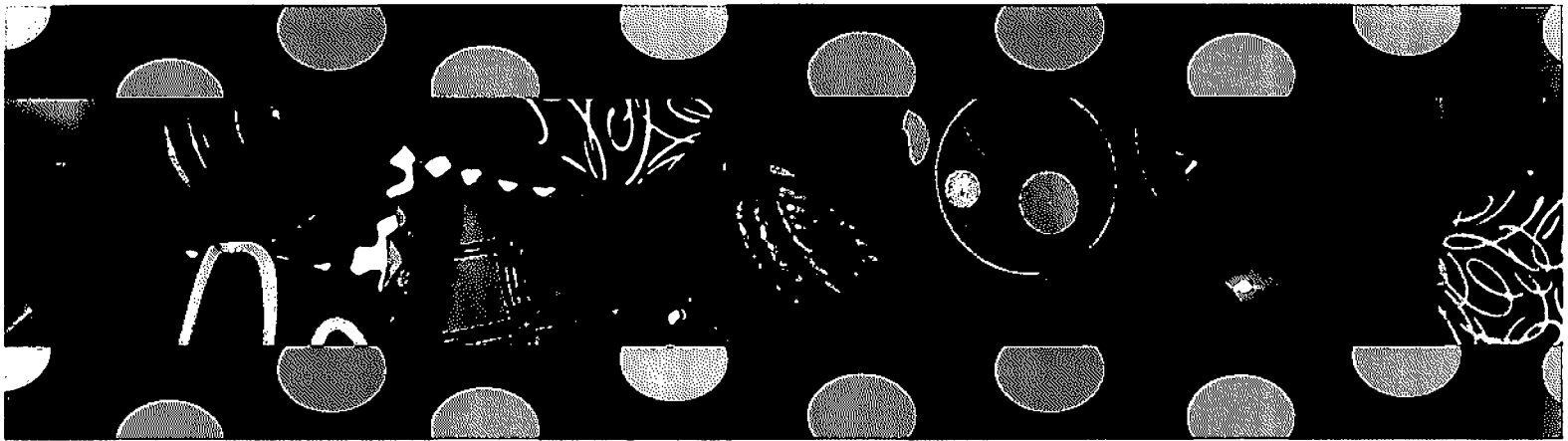
Thank you for helping to make our event a major success!

9th Annual McLean Chocolate Festival

Sunday, January 26, 2020

11 am - 5 pm

McLean Community Center



\$2 admission

Admission for children 3 and under is free

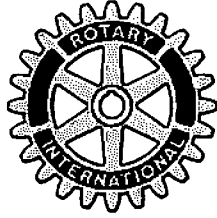
Taste the specialties of area chocolatiers and enjoy fun for the whole family. There will be live entertainment and a children's game room!



The McLean Chocolate Festival is a fundraiser for McLean Rotary, with proceeds benefiting many local organizations.

Visit the website at: www.mcleanchocolatefestival.com



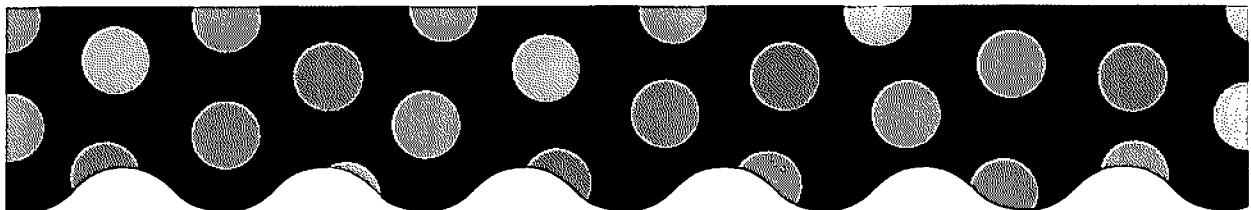


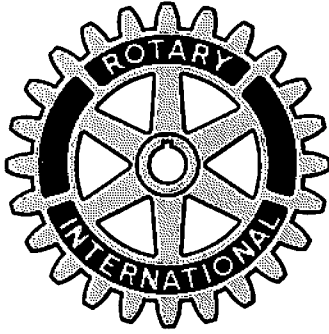
McLean Chocolate Festival

The McLean Chocolate Festival is now in its 9th year. Over 3,000 patrons of all ages from the local community come to the McLean Community Center for six hours on the last Sunday in January.

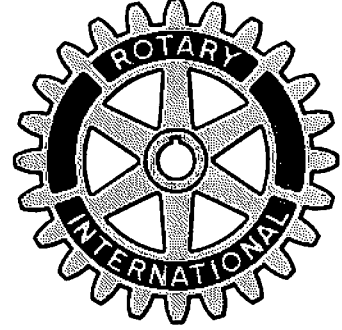
- **Twenty or more vendors sell candy, cookies, cupcakes, ice cream and other chocolate treats.**
- **American Heritage, a Mars, Incorporated brand based in Williamsburg, Virginia, demonstrates eighteenth-century chocolate making.**
- **Local high school students lead pre-schoolers in chocolate-themed games and perform face painting.**
- **Instrumental and vocal performers give half hour concerts throughout the day**
- **Patrons shop at a Marketplace selling items and gift certificates to local establishments.**
- **Patrons buy raffle tickets to win chocolate-themed gift baskets or a chocolate pearl necklace.**

The festival is a signature community event of the McLean Rotary Club. McLean Rotary is a nonprofit, all-volunteer service organization whose motto is Service Above Self. It funds local and international educational and charitable organizations and conducts service projects throughout the community.





**McLean Rotary Club
Raises Funds to Support
Local and International
Projects**



Local Organizations

Homestretch

Support homeless families

College Scholarships for High School Seniors

Timber Lane Elementary School

Provide take-home books for K-3rd graders

Falls Church-McLean Children's Center

40% of preschoolers are from families in need

Share of McLean

Emergency financial assistance, food, clothing and furniture to families in need

Literacy Council of Northern Virginia

Teaching English as a second language to adults

Safe Community Coalition

Sixth Grade Ethics Day

International Projects

End Polio Now

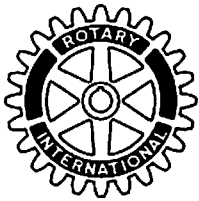
Rotary is a leader worldwide in polio eradication

Medical Missions in Guatemala and Honduras

Managed by McLean Rotarians

Help Us Support These Worthwhile Projects with your Sponsorship

Be A Sponsor of the McLean Chocolate Festival!



There are many ways your business can support the McLean Chocolate Festival. The Chocolate Festival is an activity of the McLean Rotary Club, an all-volunteer organization. All the proceeds from the festival benefit local and international educational and charitable organizations.

Over 3,000 people attend the festival each year.

Chocolate Supreme - \$10,000

Opportunity for *a major sponsor* to receive prime billing on all festival publicity materials, mention in all press releases and largest signage opportunity available on the day of the festival.

Chocolate Jubilee - \$5,000

An opportunity for one company to sponsor the entertainment room and another the children's game room. Prominent signage in that room, mention before each performance in the entertainment room, and prominent recognition in the lobby.

Friends of Rotary - \$1,000

Up to six companies will have an exhibit table in the Steadman Room, adjacent to the chocolate vendor rooms.

Chocolate Sundae \$650

Display of a 4'x4' paper double-sided banner sign taped to the interior glass lining the Community Center courtyard

Chocolate Smoothie \$325

Display of a 4'x2' paper double-sided banner sign taped to the interior glass lining the MCC courtyard. Two signs displayed per window.

Chocolate Mousse - \$250

Logo equivalent of two spaces on the flip side of 1,300 copies of an 11 X 17 inch program map provided to festival patrons

Chocolate Chip - \$150

Logo equivalent of one space on the flip side of 1,300 copies of an 11 X 17 inch program map provided to festival patrons

Proud Sponsor - \$50

Display of a Chocolate Festival flyer at its location indicating that business is a "Proud Sponsor" of the McLean Rotary Chocolate Festival.

Chocolate Shake

Donate an Item or Gift Certificate to be sold in the Festival Marketplace.
Donations are tax deductible. You decide the price at which the item will be offered for sale.

Names of all Sponsors will appear on a Poster in the Lobby at the Festival

Sponsored by McLean Rotary Club, an all-volunteer service organization

McLean Rotary Club Chocolate Festival January 26, 2020

Sponsorship Agreement and Invoice

In consideration of the logo opportunity in the Chocolate Festival program map, I / we agree to support the McLean Rotary Club as follows (Check one):

Chocolate Chip Level
 One space listing \$150

Chocolate Mousse Level
 Two space listing \$250

Please check appropriate box above and complete the information below (please print)

Name: _____ Phone: _____

Company or contributor name: _____

Complete address: _____

_____ E-mail: _____

Recognize me or my company / contributor as follows:

Please print clearly

Payment method

 Check enclosed: Make Check Payable to: **McLean Rotary Club**
Mail to P.O. Box561, McLean, VA 22101

Credit Card: Fax this form with credit card info and signature to: (703) 288-2719

Type Credit Card _____ Credit Card # _____

Exp date _____ CVC security code _____

Billing Address Zip Code _____

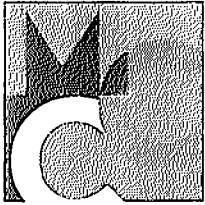
Signature _____

Your logo

Please send an electronic copy of your logo to John McEvilly at
john.mcevilley@avisonyoung.com and attach a hard copy to this agreement.

Your support enables Rotary to fund more local charitable and educational programs.

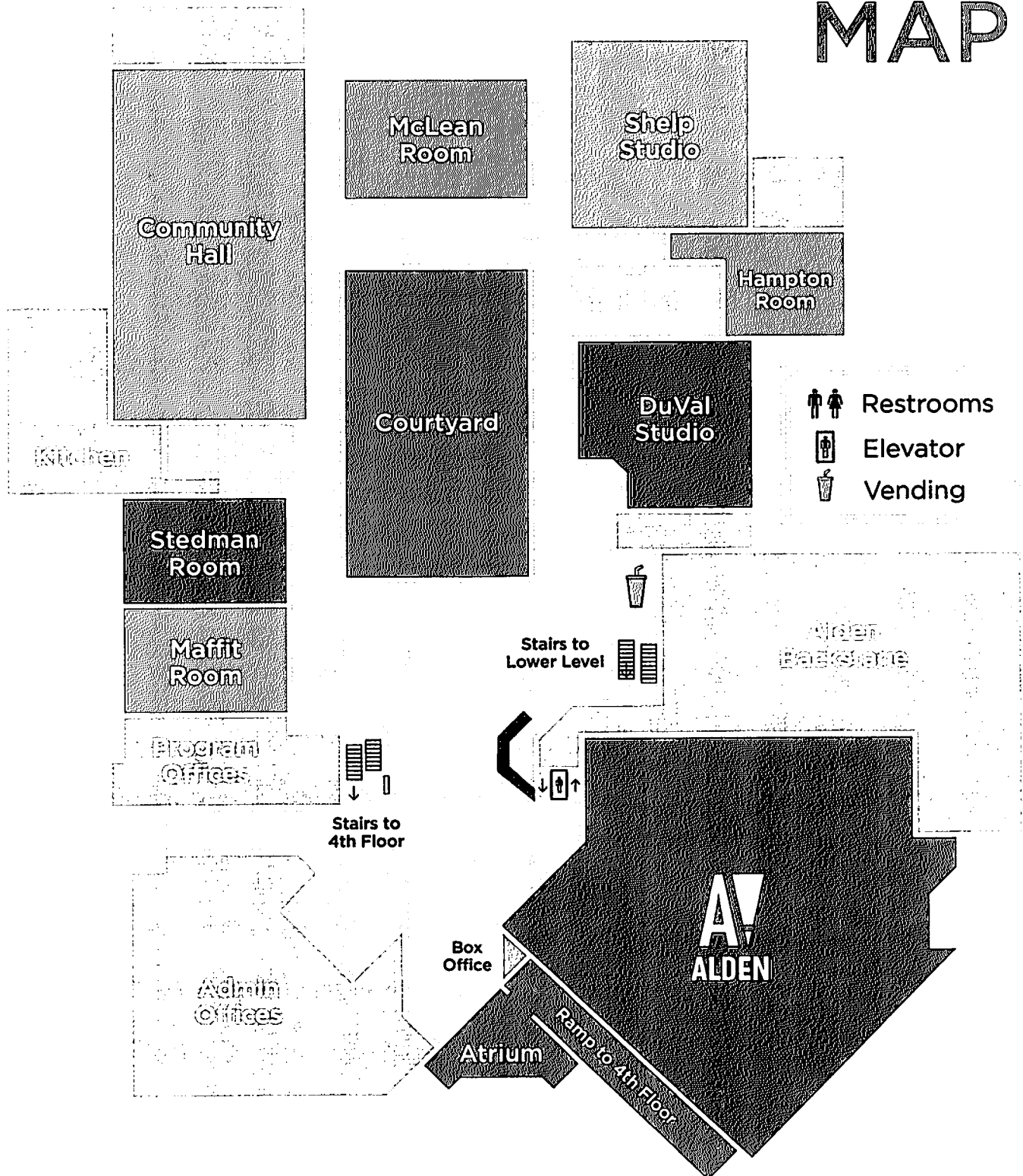
Soliciting Rotarian: _____



McLean Community Center

The Center of It All!

FIRST FLOOR MAP



McLean Rotary Club Chocolate Festival January 26, 2020

Sponsorship Agreement and Invoice

In consideration of the sponsorship opportunity at the Chocolate Festival to be held at the McLean Community Center, I / we agree to support the McLean Rotary Club as follows (Check one). Please note that due to limitations of the newly renovated MCC, only paper banner signs will now be used for sponsors:

_____ **Chocolate Smoothie Level**

4' x 2' paper banner sign \$325

_____ **Chocolate Sundae Level**

4' x 4' paper banner sign \$650

Please check appropriate box above and complete the information below (please print)

Name: _____ Phone: _____

Company or foundation name: _____

Complete address: _____

_____ E-mail: _____

Payment method

☐ **Check enclosed: Make Check Payable to: McLean Rotary Club**

Mail to P.O. Box 561, McLean, VA 22101

Credit Card: Fax this form with credit card info and signature to: (703) 288-2719

Type Credit Card _____ Credit Card # _____

Exp date _____ CVC security code _____ Billing Address Zip Code _____

Signature _____

Sponsor provided paper banner sign

Send electronic copies of your banner sign to john.mcevilly@avisonyoung.com.

Attach hard copy to this agreement. Paper banner signs will be hung by Community center staff on the interior glass lining the MCC courtyard.

Sponsors requiring Rotary production assistance for paper banner sign

McLean Rotary Club will coordinate the sponsor's banner sign production through a professional printing company, which is included in the sponsorship fee above, provided that sponsor also agrees to a sponsorship at the same price for the calendar year 2021 Chocolate Festival. Kindly indicate your sponsorship for Chocolate Festival 2020 and 2021 by initialing in the space below:

Agree to sponsor Chocolate Festival 2020 and 2021 _____.

Your support enables Rotary to fund more local charitable and educational programs.

Soliciting Rotarian: _____

McLean
CONNECTION

McLean Chocolate Festival Returns

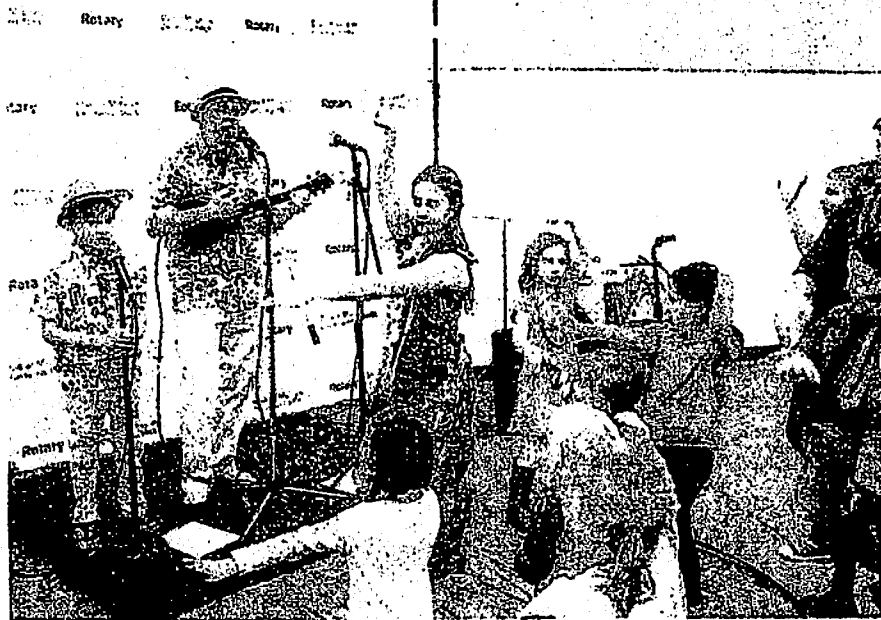
NEWS PAGE 10

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(Route 28 and)



NEWS



Ukulele Phil performs in the Children's game room while children dance along.



Fluffy Thoughts of McLean, (from left): Jordan Schneier and LaFayette Alston.

PHOTOS BY STEVE HIBBARD/THE CONNECTION

Chocolate Festival in McLean

A few thousand people attend the Rotary Club of McLean fundraiser.

A few thousand people attended the Sixth Annual Chocolate Festival on Sunday, Jan. 29, 2017, which was sponsored by the Rotary Club of McLean at the McLean Community Center. The rotary club fundraiser earned about \$10,000 and had about 20 vendors selling chocolate — from Cameron's Chocolates to Fluffy Thoughts to Sweetbites Cafe.

American Heritage Chocolate, from the Mars Company of McLean, gave a demonstration and slide presentation on the history of chocolate, which came to Colonial

cal performances. The rotary club also had a raffle table with prizes as well.

"The Rotary Club of McLean is delighted to sponsor this annual event which provides a chance for the McLean community to enjoy wonderful chocolates, take advantage of children's activities and generally have a good time. All of the money we raise is donated to local and international charities," said Michael Arietti, president of the McLean Rotary Club, which has 55 members, all volunteers.

What the Rotarians do locally is provide scholarships to students at McLean High, and



Toby Thierer, 12, of McLean, tries his hand at the Chocolate Fountain

NEWS

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PHOTOS BY STEVE HIBBARD/THE CONNECTION

he Mike Mitchell Trio entertains in the Children's Game Room.



Mia Cardenas, 8, and Claire Kennedy, 8, both from McLean enjoy chocolate-dipped treats from the chocolate fountain provided by Chesterbrook Residences.

McLean Chocolate Festival is a Hit

Crowds swarm into McLean High School to sample 19 chocolate vendors' creations.

The seventh annual McLean Chocolate Festival brought out huge crowds last Sunday, Jan. 28, 2018 at McLean High School. With 19 vendors - and names like Eve's Candy Kitchen and Mike's Fudge - the event is a fund-raiser that brings in between \$10,000 to \$15,000 for the Rotary Club of McLean, which then gives to local charities.

This is our biggest signature event for the community and the main thing we want to accomplish is have an event for the com-



Eva Cardenas, 12, of McLean dips into the chocolate fountain provided by Chesterbrook Residences during the McLean Chocolate



Photos from McLean Rotary Club's Chocolate Festival



Brian Schmartz does his best to wrangle a chocolate cupcake at the McLean Rotary Club's annual Chocolate Festival, held Jan. 27 at McLean High School. It was so good, he ended up taking some of it home to enjoy later.



Parker Buck (left) makes a selection from among chocolate cupcakes as brother William hands over a ticket for his.



Olivia, Jackie and Alexandra Eriksen ponder a tray of Rice Krispie treats topped with chocolate sauce and M&Ms.

