



Greetings!

Last year the GLLV Chamber was excited and proud to take the reins on the Great American Banana Split Celebration. With tremendous community and business support, the event brought 15,000 visitors to the birthplace of the banana split! We were also able to add the 5K Banana Run, Color Dash, Outdoor Adventure Arena and Concert.

We are bringing all new surprises to this year's event – and are planning for continued growth and increasing attendance. Our marketing committee has already begun to plan and promote. Our regional focus on advertising efforts is expected to draw an ever-growing crowd.

Much of the credit for this exciting growth must be given to our community and business sponsors, our partners in this event's success. If you participated last year, thank you! We hope that you will join us again. If you are interested in becoming a sponsor, everything you need is included in this package.

New this year includes an extra emphasis on our banana split theme! We are expanding the Saturday night concert, enhancing our children's activities and entertainment stage, growing the event's brand and our overall marketing reach, and will be announcing new additions to this year's Color Dash.

Our Executive Committee has put together big goals for 2016, and has set the Great American Banana Split Celebration on track to become Latrobe's signature event. Hoping that you will grow with us, we have also boosted our sponsorship packages as well!

Attached is this year's sponsorship form, exhibitor guidelines and application for this rapidly growing event. We hope that you will join us as we celebrate all that our communities have to offer! If you have any questions, please do not hesitate to reach out directly by phone (724-537-2671 ext. 103) or email (info@bananasplitfest.com). See you in August!

Cheers,

A handwritten signature in black ink, appearing to read "Allen J. Martello".

Allen J. Martello
Director of Marketing & Events

A handwritten signature in black ink, appearing to read "Michael Simons".

Michael Simons
Event Chairman

P.S. We have also included information regarding Steelers Fest at Latrobe! If you're interested in being involved in this special Latrobe event, please feel free to reach out.

Enclosed:
Sponsorship Form
Exhibitor Guidelines
Exhibitor Application

Exhibitor Guidelines

These are the basic guidelines for each event. A full list can be found by visiting bananasplitfest.com

1. Each exhibitor at the GABSC or Steelers Fest at Latrobe must be approved by the event committee. The decisions of this committee will be deemed the final decision. **For Steelers Fest at Latrobe, additional approval is required from the Pittsburgh Steelers organization.**
2. The size of your booth will be strictly enforced. We want to ensure that everyone gets their committed amount of space. Spaces will be pre-numbered and the Greater Latrobe - Laurel Valley Chamber of Commerce and the City of Latrobe are not responsible for any loss or damage to booths, equipment, or merchandise.
3. Parking will be made available for all OFFICIAL exhibitors of the event and will be within **a reasonable distance from booth areas**. You will be permitted to load and unload before event opening and after closing each day. You will receive an EXHIBITOR pass that must be displayed on your vehicle at all times.
4. We ask that exhibitors prepare appropriately for the weather conditions during the event, so that you may stay open. The event committee will make any final decisions regarding bad weather.
5. **For Steelers Fest at Latrobe:** Exhibitors will be setup outside Memorial Stadium. It is expected that you have your booth setup, open, and operating by **12pm (noon) on August 5th**. All sales must be completed by 6pm. You will be assigned a setup time to arrive Friday morning. All booths must be torn down and cleaned up by **9pm on August 5th**.
6. Due to sponsorship agreements, vendors are not permitted to sell drinks at **Steelers Fest at Latrobe**. All drink items must be sold by the event committee.
7. **For the Great American Banana Split Celebration:** Exhibitors will be setup in Downtown Latrobe on Main Street and Ligonier Street. It is expected that you have your booth setup, open, and operating during the following hours: 2pm-8pm Friday (August 26), 10am-8pm Saturday (August 27), and 10am-5pm Sunday (August 28). You will be assigned a set up time. All booths must be torn down and cleaned up by **11pm on August 28**. Vendors are responsible to collect their own trash and place behind vendor space to be collected nightly by the event committee.
8. Electricity is available for an additional cost, on a limited, first-come first-serve basis. Electricity requirements must be submitted to the event committee prior to the event.
9. Each exhibitor that will be selling goods is responsible for their own sales tax license and collection.
10. For **Steelers Fest at Latrobe** participants – only **OFFICIAL, LICENSED** NFL or Steelers merchandise may be sold. Proof of licensing must be submitted with this application. Additionally, this merchandise will be reviewed by the Steelers organization and must be approved.
11. Each vendor will have to provide a Certificate of Liability Insurance. The GLLV Chamber WILL NEED TO BE listed as an "Additional Insured" on your Certificate of Liability Insurance document.
12. Refunds will only be provided if notice was given in a sufficient time. Vendors may be refunded half of their participation fee within 45 days of the event. Within 30 days prior to the event, **NO REFUNDS WILL BE GIVEN**.
13. The GABSC and Steelers Fest at Latrobe Committees reserve the right to remove any exhibitor for violation of these policies and guidelines.

SPONSORSHIP PACKAGES

TRIPLE SCOOP SPONSORSHIP \$2,500

Includes 4 tickets to the Yellow Tie Gala, 10 tickets to the GABSC concert, corporate LOGO on official event maps and schedules provided to all attendees, corporate LOGO on all GABSC event banners, 10x10 exhibitor space at event, LOGO on GABSC web page and social media sites and special "sponsor" discount code for GABSC concert.

DOUBLE SCOOP SPONSORSHIP \$1,000

Includes corporate LOGO on official event maps and schedules provided to all attendees, corporate LOGO on all GABSC event banners, 10x10 exhibitor space at event, LOGO on GABSC web page and social media sites, and special "sponsor" discount code for GABSC concert.

SINGLE SCOOP SPONSORSHIP \$500

Includes corporate NAME (text) on official event maps and schedules provided to all attendees, 10x10 exhibitor space at event, LOGO on GABSC web page and social media sites, and special "sponsor" discount code for GABSC concert.

SUPPORTING SPONSORSHIP \$250

10x10 exhibitor space at event, LOGO on GABSC web page and social media sites.

EXHIBITOR SPACE (10x10) \$100

You will be provided a 10x10 exhibitor space at event.
(Please complete attached Vendor Application)

NAMING SPONSORSHIPS VARIOUS PRICING

Special "naming" sponsorships are available for different areas, activities, and events during the GABSC. Options are limited and may include entertainment stages, activity areas, and the concert. Please contact the events office for details or email info@bananasplitfest.com.

KEY METRICS

20,664 Website visitors
211,150 Facebook views

1,234 Facebook likes
15,000 attendees



YES! I WOULD LIKE TO BECOME A SPONSOR

Name _____

Business Name _____

eMail _____

Address _____

City _____ State _____ Zip _____

Phone _____

PLEASE CHECK PAYMENT METHOD:

☐ Check ☐ Cash ☐ Money Order ☐ Credit Card

Credit Card # _____

Exp Date _____ CVC _____

Name on Card _____

Signature _____

You can email or mail your sponsor form to:

Banana Split Celebration - GLLV Chamber

P.O. Box 463, Latrobe, PA 15650

Phone: 724-537-2671 ext 103 • info@bananasplitfest.com



BANANASPLITFEST.COM

#GOBANANAS   

**EXHIBITOR & VENDOR APPLICATION
STEELERS FEST (AUGUST 5, 2016)
GREAT AMERICAN BANANA SPLIT CELEBRATION (AUGUST 26-28, 2016)**

NAME _____

BUSINESS NAME _____

MAILING ADDRESS _____

TELEPHONE (PRIMARY) _____

EMAIL ADDRESS _____

WEBSITE _____

DESCRIPTION OF GOODS/SERVICES _____

AMOUNT OF TIME NEEDED FOR SET UP _____

BANANA SPLIT (due August 10th)

_____ 10X10 SPACE..... \$100
_____ 10X20 SPACE..... \$150
_____ ELECTRICITY (limited availability)..... \$50

STEELERS FEST (due July 15th)

_____ 10X10 SPACE..... \$100
_____ 10X20 SPACE..... \$150
_____ ELECTRICITY (limited availability)...\$50

SAVE BY REGISTERING FOR BOTH EVENTS!

_____ 10X10 SPACE..... \$175
_____ 10X20 SPACE..... \$250
_____ ELECTRICITY (limited availability)..... \$100

DESCRIBE ELECTRICITY NEEDS (Type of hookup, voltage)

TOTAL AMOUNT DUE \$ _____

*******PAYMENT SHOULD BE SUBMITTED WITH THIS APPLICATION
PLEASE MAKE ALL CHECKS PAYABLE TO: GLLV CHAMBER *******

Please include a Certificate of Liability Insurance. The GLLV Chamber WILL NEED TO BE listed as an "Additional Insured" on your Certificate of Liability Insurance document.

PLEASE RETURN TO GLLV CHAMBER AT: **PO Box 463 Latrobe PA 15650**

Email: info@bananasplitfest.com

By submitting this application, I acknowledge having read the guidelines above, and accept them as regulations of The Great American Banana Split Celebration and/or Steelers Fest at Latrobe. I understand that submission of this application does not guarantee my admittance into these events, and that I must be approved by the respective event committee. I recognize and fully acknowledge that the Greater Latrobe – Laurel Valley Community Chamber of Commerce, the City of Latrobe, nor any of the event's sponsors are responsible for any loss or damage to my exhibit, merchandise, or myself.

Signed _____

Date _____