

The Santa Cruz Chocolate Festival

a benefit for education organized by the UCSC Women's Club

September 26, 2014

Dear Fellow Chocolate Lover,

Please join us as a vendor participant in the **8th Annual Santa Cruz Chocolate Festival**, which will be held **on Sunday, January 18 2015** from **1 to 4 p.m.** at the **Cocoanut Grove**, 400 Beach Street at the Santa Cruz Beach Boardwalk. Last year we attracted close to 1,000 attendees and more than thirty-five vendors, and together we raised over \$14,000 for student scholarships.

This community chocolate-tasting event benefits re-entry students at UCSC. As in previous years, we will sell tasting tickets to patrons who will enjoy the delicious chocolate confections provided by you and other area participants. Advance tasting tickets will be sold from November 1, 2014 and at the door.

A highly successful 2014 Santa Cruz Chocolate Festival enabled us to award \$22,000 in need-based scholarships to 20 deserving and appreciative students (men and women) last May. Over the past thirty years, the Women's Club has awarded 344 scholarships totaling nearly \$249,242 for research activities, tuition, childcare and more. Through these efforts, the UCSC Women's Club has assisted students who might otherwise have found studies in their chosen field an unattainable dream.

As a participant, you will gain visibility for your business while demonstrating your community support. Your name will appear on the Festival's website, in press releases, in our advertising and event program. You will gain visibility for your business before, during and after this event.

By agreeing to join us, we ask that you donate enough sample-size chocolate tastings for at least 400 attendees to sample at your table. The number of tastings provided will determine the number of tasting tickets sold.

You may also sell your products during the event. We ask that you "purchase" a second table for \$40.00. This will help with line management on the tasting floor as we will provide additional signage and some line management help. To sell, we must have a copy of your Seller's Permit, as noted on the enclosed paperwork.

If enough vendors participate, the Atrium will be added to our normal space which will offer the event 1/3 MORE space with the capacity still being held at 999. Mingling activities such as cupcake decorating, a silent auction and a poster board area highlighting re-entry students that have benefited from this important fundraiser have been added. Several wineries will join us this year as well. Free parking is now being offered to vendors.

We look forward to you joining us for this fun-filled afternoon! **Please fill out and return the Vendor Participation Form by December 14, 2010 to reserve your space now.**

Sincerely,

Ann Berry-Kline
Santa Cruz Chocolate Festival Coordinator and
Women's Club Board of Director Member
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