

Golden Bear Events Sale Details

Price: \$2,500.00

Buyer: South Lake Tahoe Cancer League

Offering: Specifically, this is for the Lake Tahoe Home and Garden Show, however, the signage and rights to the Winter Bazaar and Fall Festival will also be included at no extra charge.

Note: the owner has not renewed the business license for this year and intends to move out of the area, therefore, there is no competition from the original owner. The Cancer League already has an active business license.

Location: The cost of the location varies (highest was \$3,500.00 at LTCC, ST Middle School is approximately \$1,424.00, lowest was \$854.00 at the SLT Recreation Complex Gym). Non-profit discounts are available at some venues.

Suggestion: Rent the American Legion for the smaller events – rent is under \$100.00 for the venue and they have tables and chairs. For the Home and Garden Show, consider the Rec Center Gym and side rooms. **NOTE:** you will need to apply for the Rec Center space at least six months in advance. **DO NOT** let them tell you that a Special Event Application is needed – you do not meet those requirements and it is a considerable extra sum.

Insurance: The cost of the insurance for Golden Bear Events for the Home and Garden Show is \$434.00 per year. The Cancer League has insurance, although there may be a cost for a rider for this types o event. The American Legion adds you to their insurance, other entities may want a rider. Cost of insurance varies depending on if it is a rider, covered by the event site, or a stand alone item.

Advertising: Cost of advertising varies (non-profit rate, business discount, or trade). Articles and calendar items just need to be submitted; actual ads will cost according to size. I will make you Admin for Golden Bear Events Facebook page.

Staffing: Typically three staff is enough to work this show, with more needed for set up and break down. You have volunteers, or can trade a space for set up help from some vendors .

Growth potential: This show has tremendous growth and profit potential.

- This show has had at least one sponsor per year during the eight years since inception. Some of the sponsors have been former vendors. There are businesses that will likely sponsor an event for the Cancer League that could not sponsor for me because of political ramifications.
- Average of \$700.00 - \$1,000.00 per sponsorship
- 40-50 vendors at \$210.00 per space = \$8,400.00 to \$10,500.00 This can be increased.
- Drawing and silent auction income - \$500.00 - \$700.00

Inventory included in the sale of Golden Bear Events:

- Venue contact information
- Sponsor contact information
- Vendor contact information, including those already interested in next year
- Eight year history and reputation as a popular area event
- One sandwich board and professionally made signs for same

- Five smaller signs and stands
- Two directional banners
- Large, zippered sign portfolio for sign storage between events
- 15 navy blue tablecloths
- Notes with details for the show, i.e. Coordinator Application for the Health Department (no charge, but required)
- My contract, that has been reviewed by an attorney, in a Word document that is changeable
- Miscellaneous supplies and decorations

NOTE: Because the Cancer League is buying this business, I will attempt to help, and possibly return to help you with the first show under the Cancer League.