

2023 California Nut Festival Sponsorship Opportunities



Saturday, May 13, 2023
11:00 am to 4:00 pm
Patrick Ranch Museum
10381 Midway, Durham, California
www.californianutfestival.com

Contact:
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Sponsorship Opportunities

The California Nut Festival is an upscale food and wine event in the North Valley that brings consumers and local farms together in a meaningful way. The mission of the California Nut Festival is to connect consumers and farmers, promote our diverse local food industry, and cultivate an understanding of nut production in California and how California nuts fit into a healthy lifestyle. Proceeds are dedicated to the development of the Patrick Ranch Museum to preserve and interpret the agricultural history of the Sacramento Valley.

The Event

The event is designed to feature locally grown food products of the North Valley, as well as local wines, brews, and beverages in a way that highlights the unique opportunities for locals and tourists alike in Chico, throughout the north state and beyond. Planned activities are as follows:

- Local businesses are invited to participate as vendors, providing samples of local wines, brews, and beverages. Attendees can sample an array of products, and then purchase from the individual businesses to take home;
- Cooking demonstrations and tastings provided by local and “Celebrity Chefs”;
- Artisan Faire featuring local artists
- Local musicians are invited to provide atmosphere and enjoyment for the attendees on two stages;
- As part of the educational component, and in keeping with the objectives of the Patrick Ranch Museum, antique farm equipment will be on display with the local stories of how the equipment was used and how the process has progressed through the years;
- In addition, educational booths will highlight the various nuts grown in the north state and other locally produced food.

The Audience

- The audience expectation for this years California Nut Festival is 1,500 attendees
- The target audience is between 35 to 54 years of age
- The target audience anticipated to attend this event comes from throughout the state - with heavy promotions locally as well as the California Bay Area and Sacramento Area

The Reason

- Proceeds from the California Nut Festival benefit the Patrick Ranch Museum for the purpose of preserving and interpreting the agricultural history of the Sacramento Valley, including social, cultural and economic aspects.
- The California Nut Festival values our sponsors and the support you bring to this important fundraiser for the Patrick Ranch Museum. This event also helps in sustaining our local populations, especially our farmers, small businesses, chefs and artisans, by bringing tourism to the area.
- Attendees have the opportunity to elevate their knowledge of culinary skills and locally grown foods, while also gaining a clearer understanding and appreciation of all that goes into the food they eat.

