

2017 California Nut Festival Sponsorship Opportunities



Saturday, April 15, 2017
11:00 am to 4:00 pm
Patrick Ranch Museum
1038 Midway, Chico, 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, 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”;
- Local artists are featured in an art show;
- 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 more.
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The Audience

- The audience expectation for this years California Nut Festival is 2,500 attendees
- The target audience is between 35 to 54 years of age with a minimum annual household income of \$75,000
- 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 as we look to sustain ourselves as an organization and to assist 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.



Sponsorship Opportunities

Signature Sponsor

\$10,000

This opportunity provides the opportunity for one company to become the exclusive **Signature Sponsor** of the California Nut Festival. Benefits of the **Signature Sponsor** include identification in all event publicity, all regional advertising and prominent product exposure to 2500 Festival attendees.

Without question, the **California Nut Festival (CNF)** is fast becoming one of the most popular five-star food festivals in the state. More than “just a food festival,” the **CNF** promotes local business, showcases agriculture, increases tourism and celebrates heritage. None of this would be possible without the support of local and regional businesses.

Your partnership with the **CNF** provides fantastic opportunities for image branding, promotion and exposure for your business. As the **CNF Signature Sponsor**, your company will receive the following:

- ❖ 20 complimentary event passes that include access to our VIP hospitality tent;
- ❖ Web banner and link on the California Nut Festival homepage, in addition to your logo and link on Sponsors web page;
- ❖ Premier logo placement on the Festival posters and collateral materials distributed throughout Butte County;
- ❖ Premier logo placement on Festival promotional postcard – over 5,000 distributed;
- ❖ Premier logo placement on the event tickets;
- ❖ Premier logo placement on front cover and premier placement of full page color ad in Festival Guide;
- ❖ Premier logo placement on all Festival advertising: local and regional placement;
- ❖ Logo placement on all press releases sent to media pre and post event;
- ❖ Logo recognition on event banners;
- ❖ 3 Custom banners with company name and logo positioned in premier locations at event;
- ❖ Custom lawn stakes with company name and logo positioned strategically throughout event;
- ❖ One complimentary vendor/promotional booth space (*subject to Festival committee approval*);
- ❖ Signature Sponsor will be acknowledged throughout event during performances and chef cooking demos;
- ❖ Facebook is an important part of the Festival’s comprehensive promotional campaign. Signature Sponsor is included in event-related posts and notices, including tags/links to the sponsor’s Facebook page whenever possible.



Sponsorship Opportunities

Corporate Sponsors

\$5,000

As a CNF Corporate Sponsor, your company will become one of the Festival's premier showcased sponsors. Your company will be featured in the overall promotion and your company will receive broad exposure to potential and existing guests and other sponsors.

- Logo recognition and web link on the California Nut Festival web site
- Logo recognition on event banners
- Logo placement on the festival posters and collateral materials;
- Logo recognition in the California Nut Festival Guide;
- Free page advertisement in the California Nut Festival Official Guide;
- Recognition as a sponsor in print media communications;
- Custom lawn stakes with company name and logo positioned strategically throughout event;
- Custom banners on entryway into the Patrick Ranch Museum
- 15 complimentary event passes that include access to our VIP hospitality tent;
- Sponsor acknowledgements throughout event during cooking demos and from the front porch music stage

Event Feature Sponsors

\$2,500

As a CNF Feature Sponsor, your company will be associated with one of the specific event highlights. Areas available for sponsorship include:

- ❖ Festival Tasting Glass
- ❖ Front Porch St
- ❖ VIP Tent
- ❖ Truck Stage

These sponsors will receive recognition in conjunction with the specific feature plus:

- Logo recognition in the California Nut Festival Guide ;
- Recognition and web link on the California Nut Festival web site
- Two custom lawn stakes with company name and logo positioned strategically throughout event;
- 10 complimentary event passes that include access to our VIP hospitality tent

Associate Sponsor

\$1,000

- Listing in the California Nut Festival Guide
- Listing with web link on the California Nut Festival web site
- Listing on event signage
- 6 complimentary event passes
- Access for 2 guests to the VIP hospitality tent

Have a Unique Sponsorship Concept

Let's Chat!

The California Nut Festival is a fast-growing regional event and we are always open to talking about new and innovative sponsorship ideas. If you have something in mind, let's talk about it!