

2010 California Nut Festival Sponsorship Opportunities



Saturday, April 17, 2010
11:00 am to 5:00 pm
Patrick Ranch, 10381 Midway, Chico, California

Contact:
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The California Nut Festival is a program of the North Valley Community Foundation, a 501(c)(3) non-profit organization.



Sponsorship Opportunities

The mission of the California Nut Festival is to help consumers connect with local farmers and learn about the locally grown food available in the North Valley, and support the continued development of the Patrick Ranch Museum to preserve and interpret the agricultural history of the Sacramento Valley, including social, cultural and economic aspects.

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The Event

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

- Local businesses are invited to participate as vendors, providing samples of local foods, brews and wines. Attendees can sample an array of products from including local nuts and fruits, wines and brews, and then purchase from the individual businesses to take home.
- Local restaurants and their chefs are invited to contribute by providing cooking demonstrations, and participating in the California Nut Festival Chef Competition.
- Local artists are featured in an art show featuring their plein air works of local farms.
- Local musicians are invited to provide atmosphere and enjoyment for the attendees.
- 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.

The Audience

- In the first year of the *new* California Nut Festival, the audience goal is a minimum of 2,000 attendees
- The target audience is between 35 to 54 years of age with a minimum annual household income of \$75,000
- The audience being targeted to attend come 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.

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Sponsorship Opportunities

Signature Sponsor

\$10,000

By creating a five-star event that caters to brew, wine and food aficionados, the goal of the CNF is to promote local products, provide education about our foods and our environment and to become a destination that provides tourism dollars into the local community. We hope to build upon our success with word of mouth reviews that make the California Nut Festival a premier, not-to-be-missed annual event.

The 2010 Festival is actually re-launch. Past forms of the Festival included a collection of mostly educational events over a two week period that did not achieve the desired outcomes or its potential. With an exciting new format, the *new* California Nut Festival promises to deliver on expectations and has the potential for significant growth in the future. The Signature Sponsor is limited to one company and is the premier opportunity for this event. As the Festival's Signature Sponsor, your company would enjoy these benefits:

- Banner and link on the 2010 California Nut Festival homepage, in addition to your logo and link on Sponsors web page
- Logo and link on the Festival's e-newsletters
- Premier logo placement on the Festival posters and materials distributed to local businesses for Festival promotion
- Premier logo placement on the event tickets
- Premier logo placement on front cover and premier placement of full page color advertisement in the 2010 California Nut Festival Guide
- Premier logo placement on all Festival advertising: local and regional placement
- Premier logo placement on all Festival signage
- Logo placement on all press releases sent to media pre and post event
- 20 complimentary event passes
- Each complimentary event pass comes with access to a VIP hospitality tent

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Sponsorship Opportunities

Corporate Sponsors

\$5,000

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

- Logo recognition and web link on the 2010 California Nut Festival web site
- Logo recognition on event banners
- Logo and link on the Festival's e-newsletters
- Logo placement on the festival posters and materials distributed to local businesses for Festival promotion
- Logo recognition in the 2010 California Nut Festival Guide
- Free half-page advertisement in the 2010 California Nut Festival Official Guide
- Recognition as a sponsor in print media communications
- 15 complimentary event passes
- Each complimentary event pass comes with access to a VIP hospitality tent

Naming Rights Sponsors

\$2,500

As a Naming Right Sponsor, your company will be associated with one particular part of the Festival. The sponsorship will be very specific to the selected Naming Right opportunity and exposure will be highly focused on the particular event or area.

- Opportunity for brand recognition at one of the designated festival featured areas, such as music stages and chef demonstrations, or with a custom official designation. Event recognition varies by area; please contact us for details.
- Logo recognition and free quarter-page advertisement in the 2010 California Nut Festival Guide
- Recognition and web link on the 2010 California Nut Festival web site
- 10 complimentary event passes
- Each complimentary event pass comes with access to a VIP hospitality tent

Associate Sponsor

\$1,000

- Listing in the 2010 California Nut Festival Guide
- Listing with web link on the 2010 California Nut Festival web site
- Listing on event signage
- 6 complimentary event passes
- Access for 2 guests to the VIP hospitality tent

❖ *All above sponsor levels have the opportunity for one complimentary space as a vendor in the Harvest Showcase, provided they are accepted by the committee and meet the requirements to be a vendor.*

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Sponsorship Opportunities

Table Sponsor Package

\$500

- Your company logo and message on a table tent at the event showing your support of the event
- Package includes 4 event tickets

Custom Packages Available

Contact us for a custom package to meet your specific marketing strategies.

Contact:

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