



Steering Committee

Kathy Chance
4-C Land & Farming

Nicole Johannson
Tri-Counties Bank

Colleen Cecil
Butte County Farm Bureau

Theresa Schneider
A & J Family Farms, Inc.
CA Women for Ag

Joan Webster
CA Women for Ag

Alice Patterson
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Tina Dahl
DS Farming Co.

Anna & Dave Simcox
Art, Etc.

Susan Donohue
UC Cooperative Ext.

Jona Pressman
UC Cooperative Ext.

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

February 20, 2010

Dear Chico Area Restaurants and Caterers:

We are pleased to announce that the **California Nut Festival** is returning on April 17, 2010 in a new and exciting format.

This event, once held as a group of events over a two week period, is being revitalized by a group of dedicated volunteers to culminate in a first-class food and wine event that celebrates our local heritage, engages the community with local agriculture and raises funds for the [Patrick Ranch Museum](#).

We'd like to invite you to participate in this inaugural event by participating in our tasting event which will showcase your skills working with locally grown products, especially nuts.

For the inaugural event, we are offering **complimentary space** to our tasting vendors, and will **reimburse you for up to \$250** of your hard costs for participating.

Please take a look at the attached packet for our event information, vendor application and sponsorship opportunities. You can learn more about the vision of this event on our new web site at www.californianutfestival.org. If you have any questions about the event and how you can participate, please don't hesitate to contact us.

Sincerely,

Kathy Chance
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Karissa Jacobs
Vendor Coordinator
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The Inaugural Event

Participation Opportunities

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

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.

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 restaurants, caterers and their chefs are invited to contribute by providing cooking demonstrations and tastings for attendees.
- Local businesses are invited to participate as vendors so that 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 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.
- Educational components will be incorporated in keeping with the objectives of the Patrick Ranch Museum.

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 age is between 35 to 54 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 the food they eat.

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CNF Regulations Governing Use of Space by Vendors (Food & Non-Alcoholic Beverage Sampling)

Eligible Vendors

1. For the purpose of the California Nut Festival (CNF), any business or organization that will be occupying space for sampling or for sales will be referred to as a "Vendor".
2. All Vendors should feature products that are grown or made in Butte County, California or the surrounding area. The CNF reserves the right to determine the eligibility of any company product, or service for inclusion in the festival.

Retail Sales

3. Retail sales are permitted and encouraged. Vendors are responsible for collecting and submitting sales tax in accordance with state and local laws.

Food and Beverage Samples

4. Each vendor should be prepared to provide approximately 500 tastings during the event.

Standard Vendor Equipment

5. Each vendor will be assigned a canopied 10 ft. x 10 ft. space, one 8' table with linens and an identification sign.
6. All other equipment or furnishings other than those provided as indicated above should be provided by the Vendor including extra worktables, prep equipment, and trash receptacles.
7. Electricity is available on a limited basis for an extra fee. Please indicate on the application whether or not electricity is necessary.

Set-Up, Event Hours, Dismantle

8. Set-Up will begin at 8:00 am the morning of the event and most be complete by 10:30 am. Vendors should check-in at the information desk to pick up instructions and sampling containers.
9. Dismantle can begin at 5:00 pm and should be completed by 6:30 pm.
10. Vendor areas must be staffed throughout the event hours from 11:00 am to 5:00 pm.

Sampling Procedures

11. Attendees will be given a specific number of tasting tickets that will be separate for food versus drinks. One ticket equals one sample
12. Cash may not be accepted for sample tastings
13. Tastings may not be distributed without collecting a ticket

Serving Supplies

14. Tastings may only be served in sampling containers provided by CNF as follows: 6 oz bowl, 4 oz cup, 6" plate
15. All other serving supplies, including any necessary utensils, should be provided by the Vendor

Cancellation of Event

16. Neither the CNF, the North Valley Community Foundation (NVCF), nor the Patrick Ranch Museum, their employees or agents shall have any liability or obligation to the Vendor for cancellation or deferral of the festival. In the event that the premises in which the exhibition is to be held are destroyed or damaged by fire or the elements or any other cause, so the festival cannot be held, the Vendor shall have no cause of action or claim for damages or compensation against the CNF except for the return of any amount previously paid, and in such an event, this agreement shall be terminated.

Liability

17. The CNF, the NVCF, and the Patrick Ranch Museum shall not in any manner or for any cause be liable or responsible to any vendor or any other person for any injury or damage to any person, business or property in any way related to or arising in connection with the festival; and any and all claims for such injuries or damages are hereby waived and each Vendor agrees to indemnify and hold harmless the CNF, the NVCF and the Patrick Ranch Museum and its directors, officers, employees and agents (the "Indemnified Parties") against any and all claims, liabilities, losses and expenses, including reasonable attorney's fees, imposed on, incurred by or asserted against the indemnified parties caused by any act or omission of that vendor, or occurring within the space leased by that vendor or arising in connection with the activities conducted by that vendor in connection with the festival.
18. The Vendor acknowledges that the CNF, the NVCF and the Patrick Ranch Museum do not maintain insurance covering the Vendor's property and that it is the sole responsibility of the Vendor to obtain business interruption and property damage insurance covering such losses by the Vendor.

Amendment of Rules/Other

19. All matters and questions not specifically covered by these rules and regulations and the Vendor Agreement are subject to the decision of the CNF festival management, whose decisions will be final.



Sponsorship Opportunities

Corporate Sponsors \$5,000

As a Festival Corporate Sponsor, your company will become one of the Festival's premier showcased 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

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

Naming Rights Sponsors \$2,500

As a Naming Right Sponsor, your company will be associated with one particular part of the Festival.

- 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

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

Contact Us:

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