



## Corporate Sponsorship Opportunities



**W**e are excited to extend an invitation to you to partner with us in celebrating the 61st Annual Artichoke Festival at the Monterey County Fair and Event Center on May 30-31, 2020.

The Artichoke Festival is a 501(c)(3) nonprofit organization. We've given back over \$210,800 in the past decade.

Artichoke Festival Sponsorship packages begin at \$500. Our goal is to have all sponsors confirmed by April 1, 2020, so that full recognition of your contribution can be distributed in our marketing materials prior to the event.

This is a tremendous opportunity to join a one-of-a kind event that combines 61 years of long-standing community tradition with fun new ways to celebrate the iconic vegetable—and community—that has captured our hearts for decades. We look forward to capturing your heart, too!

## 2020 Artichoke Festival May 30 - 31, 2020

CASTROVILLE ARTICHOKE FESTIVAL, INC. | P.O. Box 1041, Castroville, CA 95012  
Office: 831.633.2465 | Toll Free: 1.888.808.7707 | FAX: 831.633.0485 | Email: [artifest@att.net](mailto:artifest@att.net)  
501(c)(3) Nonprofit | IEN 47-4305275



## Heart of Gold Presenting Sponsorship

As a **Heart of Gold Presenting Sponsor** our corporate partners will be associated with a long-standing one-of-a-kind event that combines more than 60 years of community tradition with fun new ways to celebrate our farming community and the iconic vegetable that has captured our hearts for decades. This opportunity provides you with branding and recognition in all publicity, all regional advertising, and prominent product exposure to all event attendees.

### This Heart of Gold package offers:

- Company logo on all event publications and media ads as “Presenting Sponsor”
- Corporate logo prominently displayed with link on Festival website
- Corporate banner displayed near front gate, and at associated facilities
- Listing in our final Thank You Ad
- A 10ft x 10ft exhibitor booth at the event
- 50 Free Festival entry tickets
- 10 vehicle parking passes
- 15 passes for the Wine & Beer Tasting Garden\*
- 15 Sponsor Appreciation Event Tickets

**Sponsor Fee: \$50,000**

**Please call us so we can create the perfect package for you!**

\* Tasting Garden passes subject to change.





## Corporate Sponsorship Packages

There are many sponsorship opportunities at the Artichoke Festival. Our partners will be helping us to not only fulfill our mission to give back to the community of Castroville and the surrounding area, but you will be recognized by attendees and local businesses and media as a community-minded philanthropic organization, and associated with other like-minded organizations. And, because the Artichoke Festival is produced by a 501(c)(3) organization, your sponsorship is fully tax deductible. Other opportunities to sponsor include:

### Crowning Sponsor – Main Stage

- Company logo on all event publications
- Corporate logo prominently displayed with link on Festival website
- Corporate banner displayed on the Main Stage
- Listing in our final Thank You Ad
- A 10ft x 10ft exhibitor booth
- 15 Free Festival entry tickets
- 5 vehicle parking passes
- 10 passes for the Wine & Beer Tasting Garden\*
- 10 Sponsor Appreciation Event Tickets

**Sponsor Fee: \$20,000**

### Event Sponsor – Kid's Fun Zone

- Company logo on all event publications
- Corporate logo prominently displayed with link on Festival website
- Corporate banner displayed in Kid's Zone
- Listing in our final Thank You Ad
- A 10ft x 10ft exhibitor booth
- 10 Free Festival entry tickets
- 3 vehicle parking passes
- 5 passes for the Wine & Beer Tasting Garden\*
- 5 Sponsor Appreciation Event Tickets

**Sponsor Fee: \$10,000**

**Please call us so we can create the perfect package for you!**

\* Tasting Garden passes subject to change.





## Venue Sponsorship Packages

Among the sponsorship packages available at the Artichoke Festival, we offer opportunities to engage and support popular venues and activities at the event. Below is a listing of some of the areas your organization can support. And because the Artichoke Festival is produced by a 501(c)(3) organization, your sponsorship is fully tax deductible.

### Purple Bloom – Family Stage

Display your corporate banner on our Family Stage and receive recognition while our audience enjoys entertainment geared toward families.

### Elegant Thistle – Wine Tasting Garden

The wine and beer tasting garden, for attendees 21+, is a perfect venue for a more discerning audience to see your brand message.

### Green Thistle – Chef Demos

Display your corporate banner in the Chefs Demos room, where local chef's will be showing curious cooks and attendees how to cook tasty dishes with nutritious, delicious artichokes.

### Green Globe – Artichoke Food Court

Our Artichoke Food Court is where the local artichoke dishes take center-stage. Display your corporate banner in this outdoor area as attendees nosh and taste the many different specialties made with artichokes.

*All of the opportunities on this page offer:*

- Corporate name on event publications and media ads
- Corporate logo prominently displayed with link on Festival website
- Corporate banner displayed at event venue
- Listing in our final Thank You Ad
- A 10ft x 10ft exhibitor booth
- 5 Free Festival entry tickets
- 2 vehicle parking passes
- 5 passes for the Wine & Beer Tasting Garden\*
- 5 Sponsor Appreciation Event Tickets

**Sponsor Fee: \$5,000**

**Please call us so we can create the perfect package for you!**

\* Tasting Garden passes subject to change.





## Artichoke Cup Soccer Tournament Sponsorship

**NEW IN 2020!** Sponsor the inaugural competition for the “*Artichoke Cup*,” — a corporate invitational soccer tournament, held by Monterey Surf Soccer Club in the Pattee Arena on both days of the Artichoke Festival. Your sponsor donation will put your brand in front of a new audience for two days: fans, families, friends and employees of 12 corporate soccer teams recruited from the Central Coast.

A portion of proceeds from team fees and sponsorship will benefit this local non-profit youth soccer organization, **Monterey Surf Soccer Club**. As the Monterey County’s operating affiliate of the San Diego Surf Soccer Club (serving the entire Monterey County soccer market), Monterey Surf shares the Surf “Best of the Best” mission – to provide all boys and girls with the best coaching and player development program, from elementary school through college, working in collaboration with, not in competition with local and community soccer clubs.

Admission to the tournament is free to all festival admission ticket holders. The winning team will be announced on Sunday afternoon, May 31 during the Festival. And because the Artichoke Festival and Monterey Surf Soccer Club are both 501(c)(3) non-profit organizations, your sponsorship is fully tax deductible.



### Artichoke Cup Soccer Tournament Sponsorship Benefits

Help fund the operating fees for this exciting new event at the Artichoke Festival. You’ll receive:

- Your corporate banner displayed in the soccer arena
- A link to your organization’s name on our website
- a listing in our Thank You ad
- 4 free Festival tickets
- 1 parking pass

**Sponsor Fee: \$1,500**

**Please call us so we can create the perfect package for you!**





## Salinas Valley Arts & Innovation Hub Showcase Sponsorship

Salinas Valley Arts & Innovation Hub: **Investing in Creatives for Trickle-Up Economics Across Job Sectors Today and Tomorrow in the Salinas Valley.**

Soft skills, creative problem-solving, and creative content creation are among the most sought after skills of the twenty-first century. As the presenting coordinator of this artists showcase, SVAIH — a partnership supported by the Hartnell College Foundation, the Arts Council of Monterey County and State of California Center for Cultural Innovation — seeks to connect arts, education, and business development capabilities to build healthy, prosperous communities in the Salinas Valley. Your sponsor donations will help the Artichoke Festival present a venue that showcases the work of this organization and artists and student artists from our area!

Admission to the Arts & Innovation Hub Showcase is free to all festival admission ticket holders. And because the Artichoke Festival, Hartnell College Foundation, and all participating groups are 501(c)(3) non-profit organizations, your sponsorship is fully tax deductible.



### Arts & Innovation Showcase Sole Sponsorship Benefits

An exclusive sponsorship will help fund the operating and setup fees of this exciting new event at the Artichoke Festival. In exchange for sole sponsorship, you'll receive:

- Corporate name on event publications and media ads
- Your corporate banner displayed in the showcase room
- Corporate logo prominently displayed with link on Festival website
- a listing in our Thank You ad
- 5 free Festival tickets
- 2 parking passes
- 5 passes for the Wine & Beer Tasting Garden\*
- 5 Sponsor Appreciation Event Tickets

**Sole Sponsor Fee: \$4,000**

### Arts & Innovation Showcase Dual Sponsorship Benefits

Two benefits packages are available at this level. Shared sponsor benefits include:

- Your corporate banner displayed in the showcase room
- A link to your organization's name on our website
- a listing in our Thank You ad
- 4 free Festival tickets
- 1 parking pass

**Dual Sponsor Fee: \$2,000**

**Please call us so we can create the perfect package for you!**

\* Tasting Garden passes subject to change.





## Additional Sponsorship Packages

We have sponsorship opportunities at the Artichoke Festival tailored to fit every budget. Below is a listing of some of the areas your organization can support. And because the Artichoke Festival is produced by a 501(c)(3) organization, your sponsorship is fully tax deductible.

### **Green Bud – First Responder Services**

Help fund the fees for this very important safety service at our event. You'll receive a link to your organization's name on our website, a listing in our Thank You ad, 4 free Festival tickets, and 2 parking passes.

**Sponsor Fee: \$2,500**

### **Friends of the Thistle**

This opportunity provides a link to your organization's name on our website, a listing in our Thank You ad, 2 free Festival tickets, and 1 parking pass.

**Sponsor Fee: \$1,000**

### **Budding Sponsor**

The Budding Sponsor level provides a link to your organization's name on our website, a listing in our Thank You ad, and 2 free Festival tickets.

**Sponsor Fee: \$500**

**Please call us so we can create the perfect package for you!**





## Demographics | Media Coverage

### DEMOGRAPHICS

#### TICKET TYPES

CHILDREN 6-12 YRS	8%
ADULTS 13-64	64%
SENIORS 65+	28%

#### ATTENDEE ORIGINS\*

NORTHERN CALIFORNIA	87%
SOUTHERN CALIFORNIA	5%
US SOUTHWEST REGION	2%
US MIDWEST REGION	2%
US NORTHEAST REGION	2%
US NORTHWEST REGION	1%
US SOUTHEAST REGION	1%

\*2019 ATTENDEE ORIGIN METRICS GATHERED FROM PRESOLD TICKETS ONLY

### FEATURED MEDIA COVERAGE

#### ONLINE

VisitMonterey.com

#### PRINT

Monterey Weekly

#### RADIO

iHeart Media

KTOM

KWAV

KDON

AM 1460/FM 101.1 Power Talk

K-OCEAN

La Preciosa

#### TELEVISION

KSBW-NBC / ABC Central Coast

Estrella TV Costa Central

Please call us so we can create the perfect package for you!





**2 Days of Festivities in an Unforgettable Location!**

**Festival Dates: MAY 30 - 31, 2020**

Monterey County Fair & Event Center  
2400 Fairground Road, Monterey CA 93940  
40 miles south of Santa Cruz via Scenic Hwy 1,  
just 2 miles east of downtown Monterey

**Presented by Castroville Artichoke Festival, Inc.**

a 501(c)(3) Non-profit Organization

**Office Address:**

P.O. Box 1041  
11402 Merritt St., Castroville CA 95012  
Office phone: 831-633-2645  
Email: [artifest@att.net](mailto:artifest@att.net)

**Contact:**

Kathryn Parish  
Sponsorship Chair  
Toll Free: 888-808-7707, ext 1



**[ArtichokeFestival.org](http://ArtichokeFestival.org)**





## 2020 Artichoke Festival Sponsor Form

PLEASE INDICATE YOUR CHOICE BELOW:

CATEGORY	SPONSOR LEVEL
<i>Heart of Gold – Presenting</i>	\$50,000
<i>Crowning – Main Stage</i>	\$20,000
<i>Event – Children’s Fun Zone</i>	\$10,000
<i>Purple Bloom – Family Stage</i>	\$5,000
<i>Elegant Thistle – Wine Tasting Garden</i>	\$5,000
<i>Green Thistle – Chef Demos</i>	\$5,000
<i>Green Globe – Artichoke Food Court</i>	\$5,000
<b>NEW!</b> <i>Arts &amp; Innovation Hub Showcase – Sole</i>	\$4,000
<i>Green Bud – First Responder Services</i>	\$2,500
<b>NEW!</b> <i>Arts &amp; Innovation Hub Showcase - Dual</i>	\$2,000
<b>NEW!</b> <i>Artichoke Cup Soccer Tournament</i>	\$1,500
<i>Friends of the Thistle</i>	\$1,000
<i>Budding Sponsor</i>	\$500
<i>Donations</i>	

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_ Date of submission: \_\_\_\_\_

*Make checks payable to: **Castroville Artichoke Festival, Inc.**  
or you can pay by credit card by completing the information below.*

Credit Card Information	
Visa – MasterCard – American Express	
Name as appears on card:	Expiration Date:
Card Number:	Security Code:
Signature:	

***To ensure recognition in promotional materials, donations must be received by April 1, 2020***