

# Sponsor the Artichoke Festival June 10 -11, 2023

The **63rd Annual Artichoke Festival**, scheduled for June 10 -11, 2023, brings the people of our community together with a unique celebration around a very iconic vegetable—**artichokes!**



With a primary focus on helping the youth of Monterey County, the Festival has its eye on the future. Below is a quick reference to all the sponsorship benefits you'll receive at our Festival. High level donors will also receive benefits for two

more fundraising events: the October Haunted House, and the Golf Tournament. Because the Artichoke Festival is produced by a 501(c)(3) non-profit organization, your sponsorship is fully tax deductible. The need for your sponsorship support continues to be as important as ever. Bridge your own corporate giving goals with ours, and help us *celebrate the future!*

Contact **Kathryn Parish** toll free at **1-888-808-7707, ext 1.**



## SPONSORSHIP BENEFITS AT-A-GLANCE\*



	Presenting Sponsor Recognition	Program & Advertising	LED Stage Display	On-site Banner Display	E-Newsletter	Social Media	Website	Thank You Messaging	Festival Entry Passes	Festival Parking Passes	Tasting Room Passes	VIP Vouchers (Food & Drinks)	October Haunted House Passes	Golf Tournament Paid Foursomes
<b>\$25,000*</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>48</b>	<b>8</b>	<b>20</b>	<b>25</b>	<b>36</b>	<b>4</b>
<b>\$20,000*</b>		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>32</b>	<b>6</b>	<b>16</b>	<b>20</b>	<b>30</b>	<b>3</b>
<b>\$15,000*</b>		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>16</b>	<b>6</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>2</b>
<b>\$10,000*</b>		<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>12</b>	<b>6</b>	<b>6</b>	<b>10</b>	<b>15</b>	<b>1</b>
<b>\$7,500*</b>			<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>10</b>	<b>3</b>	<b>5</b>	<b>5</b>	<b>10</b>	
<b>\$5,000</b>				<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>8</b>	<b>2</b>	<b>4</b>	<b>4</b>		
<b>\$2,500</b>					<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>2</b>		
<b>\$1,000</b>					<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>4</b>	<b>1</b>				
<b>\$500</b>								<b>X</b>						

\* A percentage of in-kind donations may be accepted from these high level sponsorships. Sponsor Exhibitor Space is available with arrangements made one month prior to event.

If the festival must be canceled due to unfortunate circumstances, your sponsor funds can be transferred to the next year's event.

Call us so we can create the perfect package for you!  
**1-888-808-7707, ext 1.**

CASTROVILLE ARTICHOKE FESTIVAL, INC. | P.O. Box 1041, Castroville, CA 95012

Office: 831.633.2465 | Toll Free: 1.888.808.7707 | Email: info@artichokefestival.org | 501(c)(3) Non-profit | EIN 47-4305275

# Sponsor the Artichoke Festival June 10 -11, 2023

## Demographics & Media Coverage

Promote your business to a local and regional audience of family-oriented, fun-seeking Artichoke Festival attendees!

### DEMOGRAPHICS

#### TICKET SALES BY TYPE

ADULTS 13-61	64%
SENIORS 62+	25%
CHILDREN 6-12 YRS	11%

#### ATTENDEE ORIGINS\* (95% from Calif.)

Salinas & Castroville	21%
Monterey, PG, PB, Carmel area	17%
Marina, Seaside, East Gar., DRO	8.5%
Gilroy, Hollister, Morgan Hill	7.25%
California Central Valley	9%
San Jose	5%
South Monterey County	4.25%
San Francisco Bay Area	4.25%
So Cal/San Diego, Imperial Vly	4.25%
Santa Cruz County, Watsonville	3.5%
California, other regions	11%
Arizona, Nevada	3%
Other US States	2%
Europe	.03%

\*Artichoke Festival Attendee demographic origin metrics gathered from pre-sold tickets and gate credit card sales only. Origin metrics not collected for cash sales.

### FEATURED MEDIA COVERAGE

#### DIGITAL (2022)

Facebook: 10,600+ followers organic  
Facebook targeted advertising: 774,000 impressions; 29,578 clicks  
Instagram: 2,070+ followers  
Website Blog: 16,500+ pageviews  
E-Newsletters: 4,165+ subscribers

#### PRINT

Monterey County Weekly: over 100,000 readers

#### RADIO

iHeart Media: largest radio broadcaster in the US, on local stations, KTOM; KDON; K-OCEAN; La Preciosa; and KION AM 1460/FM 101.1 Power Talk,

#### TELEVISION

KSBW-NBC / ABC Central Coast: 500,000 impressions; 300,000 net reach

## 63 Years of Festivities in an Unforgettable Location!



### Join us!

The Artichoke Festival will be held at the **Monterey County Fair & Event Center**

2004 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 | EIN: 47-4305275

### Contact us today!

Castroville Artichoke Festivals, Inc. is a non-profit, 501(c)(3) organization. Proceeds from our events help support many wonderful non-profit organizations — over \$270,000 has been donated in the past decade.

We would love to include you as a partner in this year's event and look forward to hearing from you soon. Thank you in advance for considering us as your partner in giving.

#### Office Address:

P.O. Box 1041 | 11402 Merritt St. | Castroville CA 95012  
Office phone: 831-633-2645 | Toll Free: 888-808-7707, ext 1  
Email: [info@artichokefestival.org](mailto:info@artichokefestival.org)

**Contact:** Kathryn Parish, Sponsorship Chair

Toll Free: 888-808-7707, ext 1, or by email direct at [kathryn.parish@gmail.com](mailto:kathryn.parish@gmail.com)

**ArtichokeFestival.org**

