

Sponsorship Opportunities at the Artichoke Festival



Where Fun Blossoms in 2024

The Artichoke Festival promises a weekend of flavor, laughter, and celebration on June 8th and 9th, 2024. Your brand can take center stage during this two day celebration in the heart of California.

Highlights include:

Culinary Adventure: Embark on a culinary journey as we unveil our inaugural *Culinary Bazaar*, featuring talented food entrepreneurs and chefs cooking up great artichoke recipes in their own pop-up restaurants at the Festival!

Musical Marvels: Experience the magic of a live performance by the *Prince Tribute Band*! Get ready to dance and sing along to the iconic tunes that pay homage to the legendary Prince.

Comedy Club: Laughter is in the air with our *"Thistle Be Funny" Comedy Club*! Enjoy hilarious performances that will leave you in stitches, making it an unforgettable night of entertainment.

Fun Unleashed: From art installations to interactive experiences, we've curated an atmosphere where fun blossoms at every turn. Bring the whole family for a weekend filled with laughter, joy, and exciting surprises!

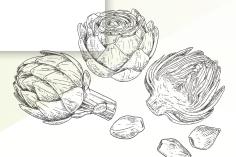
Castroville Artichoke Festivals, Inc. is a nonprofit, 501(c)(3) organization. 100% of the proceeds from our events help support many wonderful charitable and educational nonprofit organizations within Monterey County — over \$320,000 has been donated in the past decade.

We would love to include you as a partner in this year's 2024 event and look forward to hearing from you soon!
Please contact us for more information: **Kathryn Parish**, Sponsorship Chair, toll free **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) Nonprofit | EIN 47-4305275



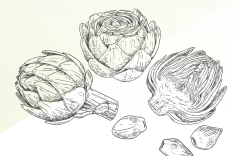
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SPONSORSHIP BENEFITS AT-A-GLANCE*

SPONSOR BENEFIT LEVEL	Presenting Sponsor Recognition	Programs & Advertising	LED Stage Display	On-site Banner Display	E-Newsletter	Social Media	Website	Thank You Messaging	Festival Entry Passes	Festival Parking Passes	Wine Tasting Passes	Friday Comedy Show Passes	Golf Tournament Paid Foursomes (August 2024)
Diamond* (\$25,000)	X	X	X	X	X	X	X	X	40	8	20	8	4
Platinum* (\$20,000)		X	X	X	X	X	X	X	32	6	16	6	3
Gold* (\$15,000)		X	X	X	X	X	X	X	16	6	10	4	2
Silver* (\$10,000)		X	X	X	X	X	X	X	12	6	6	2	1
Copper* (\$7,500)			X	X	X	X	X	X	10	3	5		
Bronze (\$5,000)				X	X	X	X	X	8	2	4		
Sapphire (\$2,500)					X	X	X	X	4	1	2		
Gem (\$1,000)					X	X	X	X	4	1			
Friend (\$500)								X					

*A percentage of in-kind donation 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.





Demographics | Media Coverage

DEMOGRAPHICS

TICKET SALES BY TYPE*

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

ATTENDEE ORIGINS* (95% from California)

Salinas & Castroville	21%
Monterey, Pacific Grove, Pebble Beach, Carmel	17%
Marina, Seaside, East Garrison, Del Rey Oaks	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 Valley	4.25%
Santa Cruz County, Watsonville	3.5%
California, other regions	11%
Arizona, Nevada	3%
Other US States	2%
Europe	.03%

**Artichoke festival attendee origin metrics gathered from pre-sold tickets and gate credit card sales only.*

FEATURED MEDIA COVERAGE

DIGITAL

Facebook: 11,110+ followers, organic
Facebook custom targeted advertising: 774,000 impressions; 29,578 clicks
Instagram: 2,342 followers
Website Blog: 16,500+ pageviews
E-Newsletters: 4,165+ subscribers

PRINT

Monterey 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 KMBY

TELEVISION

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

Let's get to the heart of the matter—we need your sponsorship support!
Contact us so we can create the perfect package for you!





64 Years of Festivities in an Unforgettable Location!

The Artichoke Festival is excited to bring this incredible lineup of events to the community in 2024

These gatherings promise unforgettable experiences and opportunities for local businesses to show their support.

Artichoke Festival: Where Fun Blossoms

(June 8 and 9, 2024) held at the Monterey County Fair & Events Center, 2004 Fairground Rd, Monterey, California.

Bocce Ball Extravaganza (March 16th)

Join us for an exciting day of Bocce Ball at the North County Recreation Center in Castroville. Enjoy a silent auction, a delectable dessert bar, and a full bar.

Golf Tournament (August TBD)

Stay tuned for details about our upcoming golf tournament.

Contact: Kathryn Parish, *Sponsorship Chair*,
Toll Free: 888-808-7707, x1 | Email: kathryn.parish@gmail.com



Presented by
CASTROVILLE
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