

Sponsor the Artichoke Festival – June 14-15, 2025

The 65th Annual Artichoke Festival, scheduled for June 14-15, 2025, brings the people of our community together with a unique celebration around a very iconic vegetable — **artichokes!**




The Festival is moving to a new venue, closer to the source of our star attraction — the bountiful produce of the Salinas Valley. With our primary focus on helping the youth of Monterey County, the Festival still has its eye on the future. Below is a

quick reference to all the sponsorship benefits you'll receive at our Festival. 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, Media & Advertising	LED Stage Display	On-site Banner Display	E-Newsletter	Social Media	Website	Thank You Messaging	Festival Entry Passes	Festival Parking Passes	VIP Vouchers (Free Drinks)
Diamond* (\$25,000)	X	X	X	5	X	X	X	X	48	8	25
Platinum* (\$20,000)		X	X	4	X	X	X	X	32	6	20
Gold* (\$15,000)		X	X	3	X	X	X	X	16	6	15
Silver* (\$10,000)		X	X	2	X	X	X	X	12	6	10
Copper* (\$7,500)			X	2	X	X	X	X	10	3	5
Bronze (\$5,000)			X	1	X	X	X	X	8	2	4
Sapphire (\$2,500)				1	X	X	X	X	4	1	2
Gem (\$1,000)				1	X	X	X	X	4	1	
Friend (\$500)							X	X			

*A percentage of in-kind donations may be accepted from these high level sponsorships; and Free 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.

Sponsor the Artichoke Festival June 14-15, 2025

Demographics & Media Coverage

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

DEMOGRAPHICS FOR 2024

ATTENDANCE, BOTH DAYS

FESTIVAL ATTENDEES	3,808
SPONSORS + FREE PROMO	730
VOLUNTEERS	247
TOTAL ONSITE ATTENDEES	4,785

TICKET SALES BY TYPE*

ADULTS 13-61	67%
SENIORS 62+/MILITARY	28%
CHILDREN 6-12 YRS	5%
CHILDREN 0-5 YRS	FREE-UNCOUNTED

*The 2025 Festival will reflect new family-friendly ticket pricing, extending free attendance for children 0-14 years.

SIGNAGE & PRINT MARKETING

Roadside signs and flier distribution throughout North Monterey County: Castroville, King City, Marina, Monterey, Salinas, Seaside

FEATURED MEDIA COVERAGE

DIGITAL

Facebook: 11,000+ followers organic
Instagram: 2,560+ followers
Website Blog: 16,500+ pageviews
E-Newsletters: 9,800+ 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 1460/FM 101.1 Power Talk, KION AM

TELEVISION

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

65 Years of Festivities in a Rich Agricultural Location!



We've moved!

The Artichoke Festival will be held at the **Monterey County Sheriff's Posse Grounds**
395 Old Natividad Rd, Salinas CA 93902
Just a few miles north of Salinas, and east of Hwy 101

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 \$320,000 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

Contact: Kathryn Parish, Sponsorship Chair

Toll Free: **888-808-7707, ext 1**, or by email direct at kathryn.parish@gmail.com

ArtichokeFestival.org

