



Become a Sponsor of Our Event in 2021!



Promote your business to a happy, family-oriented audience!

Support a longstanding nonprofit organization that has been devoted to the community for more than **60** years!

Enjoy the benefits of brand exposure to potential customers with a choice of **two different ad campaigns!**

Your sponsorship will provide all of this, and so much more!

Let's get to the heart of the matter—after a year of pandemic enforced social distancing and pent-up demand, the 61st Annual Artichoke Festival was a success no matter how you measure it. We were able to give back more to our community of beneficiaries than ever before. And now, we have two more events planned for 2021, so the need for your sponsorship support is as important to us as your desire to reconnect with your customers and community is to you!

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 \$250,000 has been donated in the past decade.

We would love to include you as a partner in one or more of this year's remaining line-up of 2021 events and look forward to hearing from you soon! Contact us to maximize your sponsorship opportunities with any of our exciting events in 2021. Call **Kathy Parish** toll free at **1-888-808-7707, ext 1**.



Haunted House Sponsorship

Sponsors of the Artichoke Festival’s Haunted House, “Welcome to Your Nightmare,” scheduled for the entire month of October at the Monterey County Fair & Event Center, will be helping us bring back and grow an event that was very successful in its inaugural year. Working with theatrical and other performing arts community volunteers, and the Cardinale & Wright Pumpkin Patch, this event brings delighted thrills and chills to the local community. For 2021, the Festival Committee is planning to round out the fun for the entire family, with a brand new set of scares for the braver set among us.

Six separate benefits packages provide you with branding and recognition in multiple media outlets, all regional advertising, plus one full month of on-site exposure to all Haunted House patrons.

| | Platinum Casket | Gold Cauldron | Silver Stake | Bronze Urn | Fiend | Ghoul |
|--|-----------------|----------------|----------------|----------------|----------------|--------------|
| Company logo on all printed media/ advertisement | X | X | X | X | | |
| Corporate logo prominently displayed, with link on website | X | X | X | X | X | |
| Corporate banner displayed at event | X | X | X | X | X | X |
| Listing in our final Thank You ad | X | X | X | X | X | X |
| Free Event entry tickets | 30 | 20 | 10 | 5 | 2 | 1 |
| BENEFITS VALUE | \$10,000 | \$7,500 | \$5,000 | \$3,000 | \$1,500 | \$500 |

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





Charity Golf Tournament Sponsorship

Sponsors of the Artichoke Festival's 2nd Annual Turkeys & Toys Charity Golf Tournament, at Laguna Seca Golf Ranch on November 21, 2021, will be able to join in the competition while helping us garner donations for two very deserving nonprofit organizations. During the holidays, when our community needs the most help, we will be gathering frozen turkeys for *The Food Bank for Monterey County* and toys for *Operation Give Back Toy Drive*. We had a sold-out tournament in 2020, with turkeys, toys, and cash donations valued at more than \$1,000 collected for local families in need.



Five separate benefits packages provide you with branding and recognition in multiple media outlets, all regional advertising, and on-site exposure at the course.

| | Platinum | Gold | Silver | Bronze | Hole - shared |
|--|----------------|----------------|----------------|----------------|---------------|
| Free Foursome(s) with Lunch | 2 | 1 | | | |
| Free Player Entries | | | 2 | | |
| Corporate logo prominently displayed, with link on website | X | X | X | X | |
| Corporate banner displayed at event | X | X | | | |
| Name recognition at selected hole | X | X | X | X | X |
| Listing on Golf Cart Sponsor Board | X | X | X | X | X |
| Listing in our final Thank You Ad | X | X | X | X | X |
| BENEFITS VALUE | \$3,000 | \$2,500 | \$1,500 | \$1,000 | \$500 |

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