



*Fallbrook*

**AVOCADO  
FESTIVAL**

**Sunday, April 13, 2025**

**SPONSORSHIP  
INFORMATION**

# 38th Annual Fallbrook Avocado Festival



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# Avocado Festival History

The Avocado Festival is one of the most popular events in all of San Diego County. There is something for all ages, which is demonstrated in the annual attendance of over 100,000 visitors.

This Festival celebrates Fallbrook's heritage as an agricultural community. We see our identity on display in many exhibits, and the avocado and citrus groves are visible to all festival-goers as they drive through our rural countryside on their way to Fallbrook. The central role the avocado plays in our lives is evident in the Guacamole Contest, the Holy Guaca-Moly booths scattered on Main Avenue, the Art of the Avocado Exhibit on display, the Avo 500 children's car race, and the Best Decorated Avocado Contest. Newer features include the Awesome Avocado Attire Contest and Avocado Holding Competition. A wide variety of avocado products are also found all along the Festival streets with product and food vendors alike. It is a fun-filled way to celebrate our heritage and be entertained at the same time.

You will find almost any item imaginable to buy at the Festival, along with home improvement and business vendors, local farm displays and informational displays featuring local law enforcement. You will also find music, as well as a beer and wine garden for those looking to relax for a bit. Fine art and demonstrations are to be found within the Artisan Walk on Alvarado. Beautiful handmade arts and crafts are spread throughout the venue. The Fallbrook Avocado Festival is an event not to be missed!

Sponsorship of this event will reach educated, active individuals who are inclined to patronize those businesses that cater to their interests and lifestyles. The publicity leading up to the Avocado Festival and the event itself may be the perfect match for you products or services.

- Estimated economic impact on Fallbrook for this one day event is over **2 million dollars**
- Numerous nonprofit organizations participate and benefit from this local Avocado Festival
- Numerous agricultural businesses are participants in the Festival



# Media Exposure

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***We invite you to take advantage of this exceptional media opportunity!***

Fallbrook's Annual Avocado Festival has a wide following that reaches as far north as Santa Barbara and beyond. Some folks plan an annual vacation to the area to include attending the Avocado Festival. **Well over 100,000 people** come to this charming village the day of the festival from all over the US.

Over 250 volunteers are actively involved and help make the day a success, and 30 to 35 major sponsors take advantage of the success and advertising opportunities this exciting event offers. Locally, advertisement aims at reinforcing the date and revealing the exciting new elements for the year. Promotion beyond local borders draws people who may be new to the event and will visit for the first time.

All advertising is intended to **highlight our sponsors**. With the ease of using the **Fallbrook Chamber website** and the variety of media types put into play, our sponsors receive wide exposure as well as linking their names with a highly successful yearly event.

- **Print advertising** includes newspapers such as the San Diego Union Tribune and Village News, and magazines like RV Journal and Edible. The Chamber Facebook page, Discover Fallbrook Facebook page and other local and regional social media pages are also utilized to publicize our event sponsors.
- Event **posters** are distributed to local businesses, numerous online news and magazines, plus entertainment and Chamber e-newsletters.
- **Radio and television news coverage** can be included.
- The Chamber creates multiple **press releases** for local newspapers leading up to the festival mentioning sponsors wherever possible.
- Festival **vendors** have their own followers and advertise their participation in the Avocado Festival via social and print media.
- **Large event banners** are posted in high traffic areas, in clear view of residents and visitors alike.

**Deadline for sponsorship entries is March 14, 2025**

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# Sponsorship Opportunities

## VENUES ON AND OFF-SITE:

Community  
Stage

Guacamole  
Contest

Beer and  
Wine Garden,  
Including the  
Main Stage

Food Courts

Artisan Walk  
On Alvarado

Vintage Car  
Club Displays

Avocado Festival  
Contests

Fun Zone

CHP & Sheriff  
Displays at  
Wells Fargo

Fresh  
Produce Area

Live  
Entertainment

Children's  
Contests and  
Entertainment

Adjacent  
Display Site:  
Gem & Mineral  
Society Museum  
Railroad Heritage  
Park

## PLATINUM SPONSORSHIP ~ \$5,000

Includes:

- **Prime corner location** double space (2 10x10 spaces).
- **Company name and logo** on Chamber website, with a link to your website.
- **Company name and logo** displayed in premier location on all advertising.
- **Official 2025 Avocado Festival Sponsor Banner** to display at your booth.
- Your company listed in **follow-up "Thank You" ads published in local newspapers** and on the Chamber website.

## GOLD SPONSORSHIP ~ \$3,000

Includes:

- **Prime corner location** (10x10 space).
- **Company name and logo** on Chamber website.
- **Company name and logo** displayed in premier location on all advertising.
- **Official 2025 Avocado Festival Sponsor Banner** to display at your booth.
- Your company listed in **follow-up "Thank You" ads published in local newspapers** and on the Chamber website.

## SILVER SPONSORSHIP ~ \$1,500

Includes:

- **Prime location space** in the festival (10x10 space).
- **Company name** on Chamber website.
- **Official 2025 Avocado Festival Sponsor Banner** to display at your booth.
- Your company listed in **follow-up "Thank You" ads published in local newspapers** and on the Chamber website.

**Deadline for sponsorship entries is March 14, 2025**

# Sponsorship Opportunities (continued)

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## SIGNATURE SPONSORSHIP ~ \$2500

These specialized sponsorships offer **enhanced visibility** to 100,000+ attendees.

### *Locations Available for Signature Sponsorship:*

**Beer & Wine Garden, with Entertainment:** The place to stop, rest, and enjoy music. Includes **banner with logo and company name** placed in high visibility area at the Main Stage Beer & Wine Garden.

**Parking Shuttles:** Magnetic signs on all shuttle buses with your name and logo displayed.

**Official Guacamole Contest:** Professional and Amateur judging by local VIPs. Includes **banner with logo and company name** placed by the Fallbrook Chamber of Commerce.

**Avo 500 Races:** Includes **banner with logo and company name** placed by the Fallbrook Chamber of Commerce.

### **Best Dressed Avocado Contest:**

Includes **banner with logo and company name** placed by the Fallbrook Chamber of Commerce.

**Artisan Walk:** Artisan Craft area on Alvarado Street, east of Main

### *Each Signature Sponsorship Includes:*

- **Prime corner location space** in the festival (10x10 space)\*.
- **Company logo and name** in all advertising connected with the Festival.
- **Company logo and name on Chamber website** in connection with Festival information.
- Your company listed in **follow-up “Thank You” ads published in local newspapers** and on the Chamber website.

\* Will give best possible space does not guarantee a space near the sponsored

**Deadline for sponsorship entries is March 14, 2025**



# Sponsor Registration Form

## 38th Annual Fallbrook Avocado Festival

E-mail for more information: [info@fallbrookchamberofcommerce.org](mailto:info@fallbrookchamberofcommerce.org)

### SPONSORSHIP CHOICE:

- Platinum ~ \$5,000
- Gold ~ \$3,000
- Silver ~ \$1,500

Signature ~ \$2,500 - PLEASE CHOOSE A LOCATION:

Note first and second choices; opportunities are on a first come, first served, basis.

- Beer & Wine Garden \_\_\_\_\_
- Guacamole Contest \_\_\_\_\_
- Avo 500 Races \_\_\_\_\_
- Artisan Walk \_\_\_\_\_
- Parking Shuttles \_\_\_\_\_
- Best Dressed Avocado \_\_\_\_\_

Mail this form to: Fallbrook Chamber of Commerce  
111 S. Main Avenue • Fallbrook, CA 92028 • 760-728-5845

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

Business Phone: (\_\_\_\_) \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

Cell Phone: (\_\_\_\_) \_\_\_\_\_ Other Phone: \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Company Web Address: \_\_\_\_\_

### PAYMENT INFORMATION:

- Check # \_\_\_\_\_  Credit Card

If you wish to pay by credit card, please call our office to give us your credit card information in person.

Vendor Space:  Yes  No

Please email a high-resolution version of your logo to:  
[info@fallbrookchamberofcommerce.org](mailto:info@fallbrookchamberofcommerce.org)

Special Instructions: \_\_\_\_\_

Please see Standard Terms and Conditions on reverse

# Standard Terms and Conditions

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**Representations and Warranties:** each party hereto represents, warrants and covenants to the others as that (a) it has the full right to legal authority to enter into and fully perform this Agreement in accordance with the terms and conditions hereof; and (b) the execution, delivery and performance of this Agreement does not and will not violate or cause breach of any other agreements or obligations to which it is a party by which it is bound, and no approval or other action by any governmental authority or agency or any other individual or entity, is required in connection herewith.

**Insurance:** Each party will purchase and maintain insurance of the following type and with the following minimum limits: Comprehensive General Liability Bodily Injury & Property Damage: \$1,000,000 each occurrence. Sponsor will furnish evidence of such insurance prior to start of the event. The evidence should be in the form of a Certificate of Insurance which shall name Fallbrook Chamber of Commerce and its officers and staff as additionally insured.

**Indemnity:** Each the Organizer and the Sponsor shall indemnify, defend, and hold harmless the other party (the "indemnified Party"), its affiliate and their respective officers, directors, employees and representatives and the successors and assigns of any of them, from and against, and reimburse them for, all claims, damages, costs and expenses, including, without limitation, interest, penalties, court costs and reasonable attorney's fees and expenses, resulting from (a) any breach of any representation, warranty, covenant, obligation or other agreement contained in this agreement; (b) any failure of such party to comply with any applicable laws, statutes, ordinances or regulations; (c) any act or omission or negligence of such party or its employees, agents, contractors or invitees; and/or (d) any claim for personal injury or property damage or otherwise brought on behalf any third party person, firm or corporation against the Indemnified Party as a result of or in connection with services provide by the indemnifying party under this Agreement, which claim does not result from the intentional acts or the gross negligence of the Indemnified Party. All of the forgoing indemnities shall survive the termination of this Agreement.

**Trademarks:** Sponsor hereby grants the Organizer, and the Organizer accepts from the sponsor for the term of this Agreement the right to use the names, designs, illustrations, logos and trademarks of the Sponsor in connection with the promotion of the Event: provided however, that the Organizer shall be bound by any restrictions which the Sponsor informs the Organizer of in advance and in writing.

**Counterparts:** This Agreement may be executed in one or more counterparts and by Facsimile signature, each of which shall be deemed original, and all of which together will constitute one and the same instrument.

**Force Majeure:** If, based on events beyond reasonable control, including but not limited to Acts of God, war, inevitable accident, fire, civil disturbance or commotion or governmental act, Organizer is unable to proceed with the Event, Organizer shall have the right to cancel or postpone the Event. If Organizer cancels the Event based on the reasons set forth in this paragraph, neither party shall have any further obligation to the other party.

**NO REFUNDS WITHIN 30 DAYS OF EVENT**