



Sunday, April 24, 2022

SPONSORSHIP INFORMATION

35th 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. 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 at 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 your 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



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, magazines like RV Journal, and Westways (AAA) Magazine. Facebook and other social media is also utilized to publicize our event sponsors.
- Event **posters** are spread out in local businesses, numerous online news and magazine venues, plus entertainment and Chamber e-newsletters.
- **Radio coverage** is put into place in advance, plus broadcast live the day of the event by Univision radio station, and iHeartMedia Many tour companies, bring groups from various locations for a day at the festival.
- The Chamber puts out multiple **press releases** in 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 25, 2022

Sponsorship Opportunities

VENUES ON AND OFF-SITE:

Community
Stage

Guacamole
Contest

Beer and
Wine Garden,
Including the
Main Stage

4 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 ~ \$3000

Includes:

- **Prime corner location** double space (2 10x10 spaces) - electricity not included.
- **Company name and logo** on Chamber website, with a link to your website.
- **Company name and logo** displayed in premier location on all advertising.
- **Company name and logo** on Sponsor Banner displayed in the festival.
- **Official 2022 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 ~ \$1500

Includes:

- **Prime corner location** (10x10 space) - electricity not included.
- **Company name and logo** on Chamber website.
- **Company name and logo** displayed in premier location on all advertising.
- **Company name and logo** on Sponsor Banner displayed in the festival.
- **Official 2022 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 ~ \$1,000

Includes:

- **Prime location space** in the festival (10x10 space) - electricity not included.
- **Company name** on Chamber website and on Sponsor Banner.
- **Official 2022 Avocado Festival Sponsor Banner** to display at your booth.
- **Framed Sponsor Plaque.**
- Your company listed in **follow-up "Thank You" ads published in local newspapers** and on the Chamber website.

Deadline for sponsorship entries is March 25, 2022

Sponsorship Opportunities (continued)

SIGNATURE SPONSORSHIP ~ \$2000

These specialized sponsorships offer **high visibility** to the 100,000 plus attendees and opportunities unique to their location. As high traffic locations, they host only **ONE SPONSOR PER LOCATION**.

Locations Available for Signature Sponsorship:

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

Official Guacamole Contest: Professional and Amateur judging by local VIPs. Includes **banner with logo and company name** installed in high visibility area at the Guacamole Contest booth.

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

Community Stage: Location of Avo 500 Races and Best Dressed Avocado Contest, as well as a stage for family-friendly entertainment. Includes **banner with logo and company name** installed in high visibility area at the entrance to the Community Stage area.

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.

Deadline for sponsorship entries is March 25, 2022.



Sponsor Registration Form

35th Annual Fallbrook Avocado Festival

E-mail for more information: info@fallbrookchamberofcommerce.org

SPONSORSHIP CHOICE:

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

☐ Signature ~ \$2,000 - PLEASE CHOOSE A LOCATION:

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

- | | |
|---|---|
| <input type="checkbox"/> Beer & Wine Garden _____ | <input type="checkbox"/> Parking Shuttles _____ |
| <input type="checkbox"/> Guacamole Contest _____ | <input type="checkbox"/> Best Dressed Avocado _____ |
| <input type="checkbox"/> Avo 500 Races _____ | |
| <input type="checkbox"/> Artisan Walk _____ | |

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 Numbers: _____

Wording for Banner: _____

Special Instructions: _____

Please note: If you need electricity at your space, this is not included, and will be billed separately.

Please see Standard Terms and Conditions on reverse

Standard Terms and Conditions

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