



AVOCADO & MARGARITA STREET FESTIVAL SPONSORSHIP OPPORTUNITIES

September 8th, 2018 in Morro Bay, California

What is the Avocado & Margarita Street Festival?

The Avocado & Margarita Street Festival is celebration featuring the California Central Coast's love for wonderful flavors and tasty culinary dishes. Our goal has always been to shine a spotlight on our region's amazing fresh-off-the-tree variety of truly delicious California avocados...while providing you with high-quality premium margaritas, street faire entertainment, live music, specialty foods and our highly sought after Grove, where chefs indulge guests in a step above the rest mouth-watering, tantalizing avocado-themed dishes.

Saturday's street festival features:

- Giveaway of a year's supply of avocados
- Dozens of avo-themed menu items
- Live music
- Sombrero Contest
- Grom Zone packed with live music and entertainment for the kiddos and young at heart
- Cornhole, Jenga, and more!

Overview

In 2017, over 12,000 people attended the event *attracting and retaining* sponsors, vendors, and out of town guests.

Marketing Campaign: The Avocado & Margarita Street Festival promotes the event on radio locally in San Luis Obispo County and in the Fresno/Bakersfield markets; in Southern California television; local print advertising; online event calendars; event posters; and regular event e-blasts.

Beneficiaries: The Avocado & Margarita Street Festival is a benefit event to support local Morro Bay non-profit organizations: Morro Bay Chamber of Commerce, Morro Bay High School Cheerleaders and Music Boosters, and Morro Bay Rotary.

Looking Forward

The Avocado & Margarita Street Festival achieves 30M impressions through its Marketing and Advertising campaign. We produce a memorable festival with an attractive demographic. Now we are elevating our thinking to increase our scope, reach, and impact. Engaging innovative partners and strategic decision makers will add both value and exposure that supports our organization's sustainability mission.

We are quite enthusiastic about expanding the event's reach and look forward to hearing from you to learn how to create partnerships. We look forward to speaking with you to build a package that meets your unique needs.

Contact: Erica Crawford | 805.772.4467 | info@avomargfest.com





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Title Sponsor (Exclusive)

\$5,000

- Complimentary Expanded Booth space (10x13)
- Twenty (20) event passes
- Four (4) event passes to Friday's Taste of the Grove
- Half page color ad in event program
- Logo on all print and electronic media (must commit before May 15th)
- Single banner placement near stage
- Signage at entrance of event
- Acknowledgement from the stage
- 5 dedicated social media posts
- Logo and link on event electronic communication (must commit before May 15th)
- Logo and link on event website

Stage Sponsor (4 Opportunities)

\$2,000

- Complimentary Standard Booth space (10x10)
- Ten (10) event passes
- Two (2) event passes to Friday's Taste of the Grove
- Logo recognition in event program
- Logo on stage front banner
- Signage at entrance of the event
- Acknowledgement from the stage
- 2 dedicated social media posts
- Logo and link on event electronic communication (must commit before May 15th)
- Logo and link on event website

Bar Sponsor (6 Opportunities)

\$1,500

- Six (6) event passes
- Logo recognition in event program
- Logo on bar signage at each bar
- 1 dedicated social media post
- Logo and link on event electronic communication (must commit before May 15th)
- Logo and link on event website

Contributor (10 Opportunities)

\$500

- Four (4) event passes
- Logo and link on event website

The Avocado & Margarita Street Festival is proud of its ongoing commitment to customize sponsorship packages. The benefit levels above serve as a guideline, but can be modified to meet the needs of our sponsors.

Sponsor ads, logos, and materials will be provided by the sponsor.

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