



We invite you to

**PARTNER WITH US!**

*Become a Sponsor*

This unique festival, centered in the Santa Cruz River Valley, is family focused and community oriented.

Held on the grounds of the Green Valley Pecan Company for one day—running from 9:00 a.m. to 5:00 p.m.

You can expect 20,000-plus visitors to enjoy the Pecan Store, food vendors, shopping with local artisans, Arabian horse demonstrations, horse-drawn wagon rides, entertainment, tractor pulling competitions, and much more.

Presented by:



10th Annual  
**SAHUARITA PECAN FESTIVAL**  
November 10, 2018





# THE **nuttiest** festival in Southern Arizona!

1525 East Sahuarita Road | (520) 329-5790  
Sahuarita, Arizona 85629 | [sahuaritapecanfestival.com](http://sahuaritapecanfestival.com)

**The Green Valley Pecan Company is proud to present the 10th Annual Sahuarita Pecan Festival on Nov. 10, 2018 in Sahuarita, Arizona.**

Sponsorship of the Sahuarita Pecan Festival is the perfect way to reach the growing, prosperous market of young families and active adults in the Santa Cruz River Valley. Your sponsorship will be part of our aggressive marketing campaign utilizing our media partners KGUN9 and CW Tucson.

2018 marks a five-year relationship with KGUN9 and the CW Tucson as our full media partner. For the past four years, this partnership provided exceptional exposure throughout all Southern Arizona via a traditional spot schedule, a robust promotional schedule and feature stories about the festival during the seven-day forecast for the week preceding the event, live weather cut-ins the night before the festival, and a feature in “Erin said it would!” Your sponsorship can also include additional exposure by having your business logo appear, as part of the spot promoting the Festival, throughout the duration of the television schedule.

The Sahuarita Pecan Festival is presented by Farmers Investment Co. / Green Valley Pecan Company, family-owned and operated by the Waldens since 1948. The first pecan trees were planted by FICO in 1965 and have since become an integral part of the local community. The Walden family—along with the many generations of employees—welcome our community and partners to join the family fun this year.

Attached to this package you will find last year’s program which contains more details about the festival. Please do not hesitate to contact me if you have any questions. I can be reached at (520) 248-1219, festival’s number at (520) 329-5790 or via email at [pbeemer@greenvalleypecan.com](mailto:pbeemer@greenvalleypecan.com)

You can also visit our website at [www.SahuaritaPecanFestival.com](http://www.SahuaritaPecanFestival.com)

Sincerely,

Paula Beemer  
Marketing Manager/ Festival Coordinator



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## 2018 Features

This year's festival will honor the farmers who put food on our tables. In addition to this, the Sahuarita Pecan Festival will continue to showcase local food, arts and crafts, entertainment, agricultural exhibits, and demonstrations. The Sahuarita Pecan Festival offers something for people of all ages. Festival highlights include:

- Pecan Classic in the orchard the morning of the festival
- Live entertainment and local performances
- Farm displays and agriculture exhibits
- Kids area with bounce houses, rock climbing wall, petting zoo and pony rides
- Wagon rides into the orchard for pecan harvest demonstrations
- Pecan cracking and pecan pie contest
- Arabian horse demonstrations
- Tractor pull contests and displays

By sponsoring the festival, your business will support the community while gaining exposure to a large audience of young families and active adults.

Since its creation, the festival has raised more than \$100,000 and almost 6,000 pounds of food for local charities and volunteer groups, including: the Community Food Bank-Green Valley, Sahuarita 4-H Club, Soles4souls, Friends of Madera Canyon, The Green Valley-Sahuarita Optimist Club, Boy Scouts Troop 301, Arizona Rangers, Walden Grove High School various groups, Sahuarita High School Robotics Club, Sahuarita Unified School District, Sahuarita Unified School Foundation, and Valle Verde Rotary Club.



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## On-site Exposure

As a sponsor, each package is created to give your company access to thousands of people in a single day. Options are trademark areas, display banners, program advertising, DJ announcements, booth space and activity area space. If you are not interested in having a regular booth space and would like to create something unique, please contact us and we will be happy to work with you. Your company will receive complimentary parking passes and harvest demonstration passes for your employees and volunteers.

## Creative Deadlines

All creative elements must be sent to Green Valley Pecan Company by Sept. 14, 2018 to guarantee placement. Traditional and social media outreach will go into full swing by the end of September. Television advertising will start a minimum of 10 days prior to the event. All social media outreach will begin as soon as sponsorship commitments have been paid in full. Posters and flyers are distributed throughout the month of October. Files can be submitted in PDF or Jpeg format. All images, including logos, must be at 300 dpi.



Material Deadline:  
 Sept. 14, 2018

Full page ad  
 8.25 in x 5.25 in

1/2 page ad  
 5.25 in x 4.125 in

1/4 page ad  
 2.625 in x 4.125 in

## 2018 Exposure

Ad placements will be in KGUN 9, CW Tucson, Sahuarita Sun, and Green Valley News. There will also be additional earned media and social media exposure, and flyer and poster distribution to local businesses, schools and community events.

### Key Demographics

	Green Valley	Sahuarita
Population	22,050	25,259
Median Age	70.8	34
Median Household Income	\$63,120	\$69,425
Percentage in Labor Force	16.86%	61.68%
% High School Graduate or higher	94.30%	93.60%
Bachelor Degree or Higher	39.20%	33.01%
Owner Occupied Housing	85.30%	81.80%
Homes with children living at home	1.60%	39.90%



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## Festival Attendees

In 2017, the festival committee conducted a 5-question survey with a sample of 213 attendees. Key data included:

- 59 percent were first-time attendees and 41 percent were return visitors.
- 45 percent of guests came from the Sahuarita, Green Valley and Tucson, and others came from other Arizona cities including: Vail, Amado, Apache Junction, Benson, Buckeye, Chandler, Eloy, Gilbert, Goodyear, Hereford, Marana, Maricopa, Nogales, Oracle, Oro Valley, Pearce, Peoria, Phoenix, Scottsdale, Sierra Vista, Tubac, and Winkleman.
- All age groups were equally represented at the festival.

Planning a festival to be attended by 20,000-plus people requires resources and a team effort. Inspired by the integral role our equipment plays in the harvest process, we've named the sponsor levels after some of these key players. We hope that you will consider being a key player for 2018!

Thank you and we look forward to your partnership in this year's Sahuarita Pecan Festival.



*The festival was really nice!! Good food, good music and good people. It was my first time attending...and there were way more people than expected. We'll be back next year!! - Diane Latta*



*It's always my favorite festival, food was bomb. Fly over epic and just an overall great time to spend a Saturday.- Viola C. Garcia*



*Wonderful food, setting, childrens' area and good local music---I highly recommend and now that I am a new local resident--I look forward to next year's festival.- Donna Carpenter-bertolini*



*This years festival was amazing! We had such a great time just walking around and seeing the wares of all our local companies. And of course the pecans.....OMG!!! Crazy good!!!!- TraciNemeth AlMagaloff*



*Love the pecan festival we look forward to it every year, my kids enjoy it. This was our second year.- Sarah Clowers*





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With your sponsorship, the Sahuarita Pecan Festival can continue to be one of the most recognized family events in Arizona and the southwest.

Levels	Harvester \$10,000	Shaker \$5,500	Rake 1 \$3,500	Rake 2 \$2,500	Rake 3 \$1,250	Partner \$750- \$1,000
Available	2	4	4	4	6	15
Customized activity area and branding before and during the festival.	✓	✗	✗	✗	✗	✗
Logo placement on television advertising	✓	✓	✗	✗	✗	✗
: 15 second DJ Announcements through day at event	✓	✓	✗	✗	✗	✗
Special recognition in Green Valley News/Sahuarita Sun in conjunction with festival advertising	✓	✓	✓	✗	✗	✗
Logo on posters and other printed materials	✓	✓	✓	✓	✗	✗
Logo and link on website	✓	✓	✓	✓	✓	✗
Ad in official festival program (5,000 distribution day of event)	Full	Full	Half	Half	Quarter	Banner placement during the festival.
Roaming	✓	✓	✓	✓	✗	
Space (includes 10x10 tent, 1 table and 2 chairs)	Up to 20x20	Up to 20x20	Up to 20x20	Up to 10x10	Up to 10x10	Guest parking passes upon request for your business.
Facebook mentions and posts	✓	✓	✓	✓	✓	
General parking passes for company employees	25	25	15	10	10	
Harvest demonstration passes	10	10	10	4	0	



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## SPONSORSHIP FORM

We would like to support the Sahuarita Pecan Festival with the following sponsorship amount:

\$10,000 (Harvester)     \$5,500 (Shaker)     \$3,500 (Rake 1)     \$2,500 (Rake 2)  
 \$1,250 (Rake 3)    Partner in the amount of \$ \_\_\_\_\_

Please check any that you wish to have provided for you as part of your sponsorship (\$1250 minimum):

10x10 Tent     Table     Chairs (2)     Additional Space (for levels \$3500 and above)

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

Contact: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Email: \_\_\_\_\_

Do you require:  Invoice

### Payment information:

Checks: Please send completed Sponsorship Form, along with check, to Green Valley Pecan Co  
Attn: Shannon Field PO Box 7, Sahuarita, AZ 85629

Credit Cards: Please send completed Sponsorship Form, with no payment information included, to Green Valley Pecan Co Attn: Shannon Field PO Box 7 Sahuarita, AZ 85629. When it is received Shannon will reach out to you for payment details.

Please understand that sponsorship packets won't be available until forms and payments are received.  
Sahuarita Pecan Festival sponsorship deadline for final media exposure is **Sept. 14, 2018**.

For additional information or to customize your sponsorship please contact **Paula Beemer** at  
**520-248-1219** or email to **pbeemer@greenvalleypecan.com**



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