

11TH ANNUAL
**SAHUARITA
PECAN
FESTIVAL**

**SATURDAY, NOV. 9, 2019
9 A.M. TO 5 P.M.**

The Nuttiest Festival

in Arizona

FARM DEMOS
FOOD
KIDS' AREA
MARKETPLACE
MUSIC
PECAN PIE CONTEST
5K RUN



WWW.SAHUARITAPECANFESTIVAL.COM

1625 E. SAHUARITA RD., SAHUARITA, AZ

(520) 329-5790 #PECANFEST



Sponsorship Package 2019

Your brand makes it happen!

ABOUT THE FESTIVAL

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 9:00am to 5:00 pm—the festival is always held on the second Saturday of November.

We expect 20,000-plus visitors of all ages and from all over Southern Arizona, mainly Tucson, Vail, Marana, Oro Valley, Sahuarita, and Green Valley.

This event boasts free admission and it includes many fun and educational activities such as: harvest demonstrations, cracking, vintage tractors, live entertainment, children's activities, contests, tractor pulling competitions, shopping with local artisans, horse-drawn wagon rides, unique foods from over 20 vendors, and of course... pecans!

Our sponsors' contributions make this event possible!



ABOUT YOUR SPONSORSHIP

The Green Valley Pecan Company is proud to present the 11th Annual Sahuarita Pecan Festival on Nov. 9, 2019 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. 2019 marks a five-year relationship with KGUN9 and the CW Tucson as our full media partner. 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.



Your sponsorship may include additional exposure which could include 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—welcomes our community and partners to join the family fun this year.

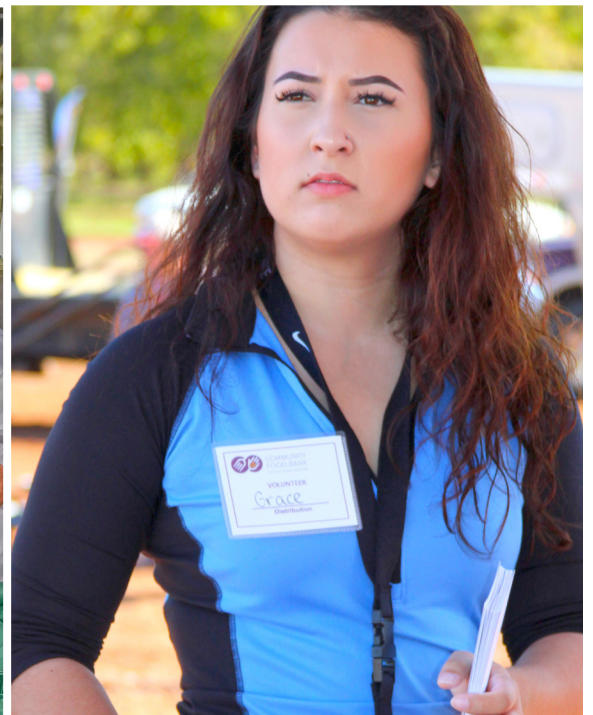
In this package you will find last year's program which contains more details about the festival. Please do not hesitate to contact me if you have any questions.

I can be reached at (520) 248-1219, festival's number at (520) 329-5790, or via email at pbeemer@greenvalleypecan.com.

You can also visit our website at www.SahuaritaPecanFestival.com.

Paula Beemer
Festival Coordinator





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 \$114,000 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, Various groups of Walden Grove High School, Sahuarita High School Robotics Club, Sahuarita Unified School District, Sahuarita Educational Enrichment Foundation, and Valle Verde Rotary Club.

2019 FEATURES

This year's festival will pay special tribute to educators in our community. 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:

Fun run/walk 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, face painting, balloon twisters, and more.

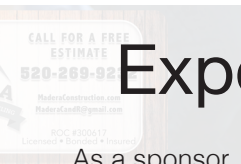
Wagon rides into the orchard for harvest demonstrations

Pecan cracking and pecan pie contest

Arabian horse demonstrations

Tractor pull contests and displays





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, scavenger hunt, 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.

Ad placements for festival 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.



Material Deadline:

Sept. 14, 2019

Full page ad

5.25"W x 8.25"H

1/2 page ad

5.25"W x 4.125"H

1/4 page ad

2.625"W x 4.125"H

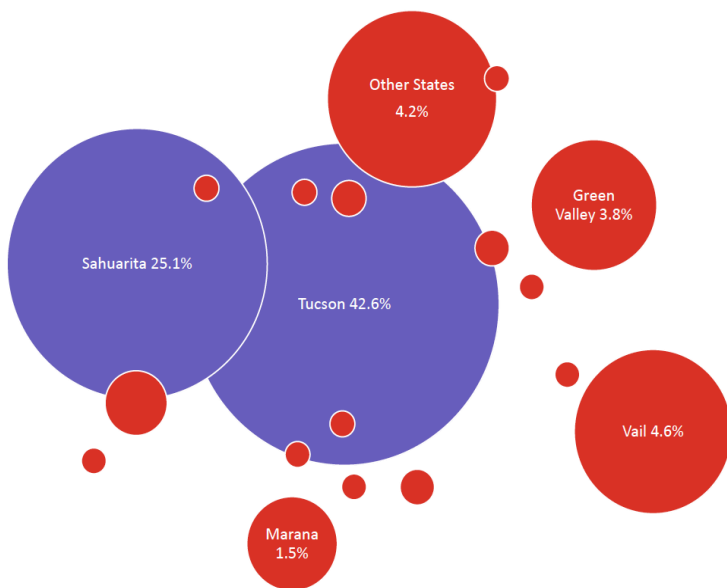


Festival Attendees

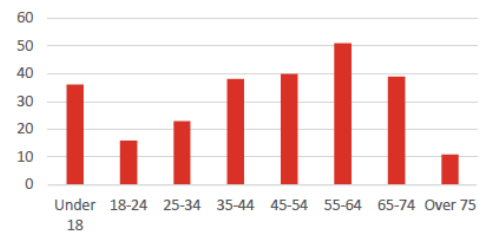
In 2018, the festival committee conducted a 5-question survey with a sample of 263 attendees. Key data included:



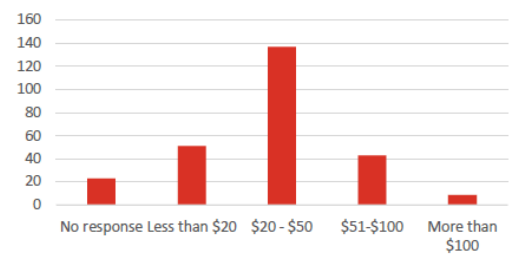
DEMOGRAPHICS



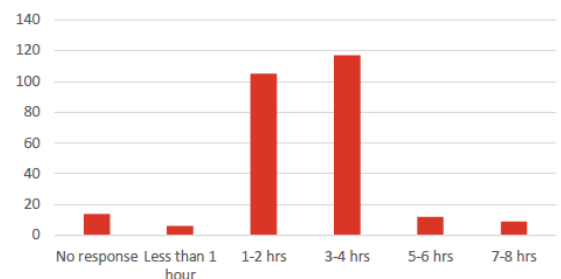
Age Range



Spending



Time spent



Testimonials



Our family loves this festival! Family friendly, full of many great activities that are free of charge. We look forward to it every year!

CH - Attendee

Plenty of activities for the kids! They need more "artisan" booths and local talent.

Julian West- Attendee

We enjoyed ourselves and loved how organized it was. I was impressed they had pecan shells and wet the parking area. Also, it was great how organized the parking was. Lots of activities for the kids. However, it was long lines. We met some very nice people. It was a great day!

Dawn M. Rhodes- Attendee

This is the 10th year of the Sahuarita Pecan Festival, but the first time I have attended. It was so much fun and had a large variety of vendors. Definitely will attend next year!

Kathy Flores-Valle - Attendee

"Just a note to let you know how much we enjoyed the festival. This is the first time in all my years of attending events that I have ever run out of literature and business cards... looking forward to next year."

Frank Merry - Empire Southwest/ Sponsor

With the gift to the Community Food Bank of Southern Arizona in Green Valley and Amado to support the 2018 Festival, you brought us all one step closer to a healthy, hunger-free community and neighbors in need. Thank you for your incredible support. Our community is a better place to live because of you!

Michael McDonald - Chief Executive Officer/ Community Partner

Thank you to all our 2018 sponsors and partners for their continued support



SPECIAL THANKS TO:
Arizona Concrete & Framing • Arizona Pecan Growers Association and Belmark, Inc.

Sponsorship Levels

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 2019!

Harvester \$10,000

Available: 2

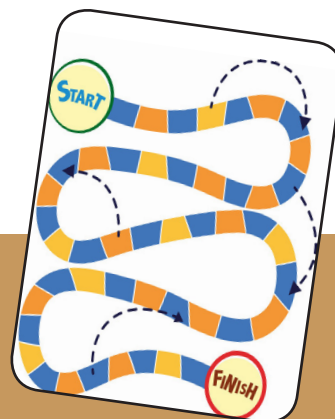
- Customized activity area and branding before and during the festival..
- Logo placement on television advertising.
- 15 second DJ Announcements through the day at event.
- Special recognition in Green Valley News/Sahuarita Sun in conjunction with festival advertising.
- Logo on posters and other printed materials.
- Logo and link on website.
- Full page ad in official festival program (4,000 distribution day of event)
- Scavenger hunt
- Roaming
- Up to 20x20 space (includes 10x10 tent, 1 table and 2 chairs)
- Facebook mentions and posts.
- 25 General parking passes for company employees.
- 10 Harvest demonstration passes.

Shaker \$5,500

Available: 4

- Logo placement on television advertising.
- 15 second DJ Announcements through the day at event.
- Special recognition in Green Valley News/Sahuarita Sun in conjunction with festival advertising.
- Logo on posters and other printed materials.
- Logo on banner.
- Logo and link on website.
- Full page ad in official festival program (4,000 distribution day of event)
- Scavenger hunt
- Roaming
- Up to 20x20 space (includes 10x10 tent, 1 table and 2 chairs)
- Facebook mentions and posts.
- 25 General parking passes for company employees.
- 10 Harvest demonstration passes.

SCAVENGER HUNT: Attendees will be encouraged to visit your booth or website by participating in the pathway board printed inside the festival's program. The first 200 participants to complete the board will receive a festival's commemorative festival tote bag.



Rake 1 \$3,500

Available: 4

- Special recognition in Green Valley News/Sahuarita Sun in conjunction with festival advertising.
- Logo on posters and other printed materials.
- Logo on banner.
- Logo and link on website.
- Half page ad in official festival program (4,000 distribution day of event)
- Scavenger hunt
- Roaming
- Up to 20x20 space (includes 10x10 tent, 1 table and 2 chairs)
- Facebook mentions and posts.
- 15 General parking passes for company employees.
- 10 Harvest demonstration passes.

Rake 2 \$2,500

Available: 6

- Logo on posters and other printed materials.
- Logo on banner.
- Logo and link on website.
- Half page ad in official festival program (4,000 distribution day of event)
- Scavenger hunt
- Roaming
- Up to 10x10 space (includes 10x10 tent, 1 table and 2 chairs)
- Facebook mentions and posts.
- 10 General parking passes for company employees.
- 4 Harvest demonstration passes.

Rake 3 \$1,250

Available: 10

- Logo on banner.
- Logo and link on website.
- Quarter page ad in official festival program (4,000 distribution day of event)
- Up to 10x10 space (includes 10x10 tent, 1 table and 2 chairs)
- Facebook mentions and posts.
- 10 General parking passes for company employees.

Partner \$500- \$1,000

- Logo on banner.
- Logo and link on website.
- 4 General parking passes for company employees.

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.

Sahuarita Pecan Festival sponsorship deadline for final media exposure is Sept. 14, 2019.

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