

The Noceti Group is proud to announce the 33rd Annual San Joaquin Asparagus Festival at the San Joaquin County Fairgrounds from Friday, April 20 through Sunday, April 22, 2018

It's a great way to kick off spring and the San Joaquin Valley growing season!

The Noceti Group, Inc. stepped forward in 2014 to underwrite and save the long running regional festival - and in doing so attracted over 231,000 people and donated over \$430,000 to local nonprofit organizations that worked the three day festival in the past two years.

Save Mart Supermarkets has continued to be on board and the Noceti Group has added other experienced marketing event professionals to help them develop and manage the festival – and are looking forward to an even more successful and prosperous 2018.

The festival features a Midway of Fun Carnival with rides and games for teens and kids, two Community Stages featuring local talent from all over the region - and a Headliner Stage which highlighted Rodney Atkins, Morgan Wallen and Journey Revisited last year. There were over 300 arts, crafts and food booths, along with the festival favorites in Asparagus Alley – DEEP FRIED ASPARAGUS, Asparagus Ice Cream and a lot more Asparagus dishes.

San Joaquin Asparagus Festival draws a considerable amount of visitors in the spring that come together to enjoy the fun, savor the food, and catch up with old friends, all while making new friends and memories!

You can join the fun this year as we develop this **VOLUNTEER-BASED COMMUNITY EVENT** to run another 30 years. The Asparagus Festival is one of the largest weekend events to attract a family audience and was recently awarded the *Best of San Joaquin 2015, 2016 & 2017* award. As a festival sponsor you can help continue the renewed success of the San Joaquin Asparagus Festival – while promoting your business and commitment to our community.

Join us and we will work with you to develop an experiential marketing activity to accomplish your objectives and goals. We'll look forward to meeting with you!

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Noceti Group, INC.
Motorsports & Event Promotions



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SanJoaquinAsparagusFestival.net

*Get Involved
in Your Community!*
Join the Fun!



*The 33rd San Joaquin
Asparagus Festival*
April 20th, 21st & 22nd 2018
San Joaquin County Fairgrounds

Get Involved in the San Joaquin Asparagus Festival!

Over 71,000 Attendees

TITLE/PRESENTS SPONSORSHIP

\$40,000

- Logo prominent on ALL ADVERTISING; radio, TV, posters, flyers, banners and mailers
- Prominent Large Logo placement on Festival Maps – 50,000 copies
- Logo on signs & banners throughout festival
- Up to ten (10) 10' x 3' vinyl banners with grommets hung throughout festival, provided by sponsor
- Logo included on all social media posts initiated by festival management.
- 30' x 20' Display space on the main entry way leading to Asparagus Alley
- May provide one (1) JUDGE for the Asparagus Alley Chef Contest to be held on Saturday and Sunday, April 21 & 22.
- 100 Guest Passes good for any day, Friday – Sunday.
- Twenty (20) VIP Passes good for all three days.

Delicious Deep Fried Asparagus



CATEGORY / EXCLUSIVE SPONSORSHIP

\$25,000

This sponsorship provides you with the exclusive right in your category

- Logo included on all print advertising; posters, flyers, banners and mailers.
- Prominent Large Logo placement on Festival Maps - 50,000 copies.
- Logo on signs & banners throughout festival
- Logo included on all social media posts initiated by festival management.
- 20' x 20' Display space on the main entry way leading to Asparagus Alley or in the area immediately adjacent to the activity sponsored - Sponsors Choice.
- May provide one (1) JUDGE for the Asparagus Alley Chef Contest to be held on Saturday and Sunday, April 21 & 22.
- 50 Guest Passes good for any day, Friday – Sunday.
- Ten (10) VIP Passes good for all three days.

An example of this sponsorship is Save Mart Supermarkets, who is our exclusive grocery store sponsor, who loves fresh vegetables – especially asparagus – and will take a leadership role in Asparagus Alley, working on chef demos showcasing great asparagus recipes, assisting in further developing all asparagus alley items for sale and sampling fresh foods throughout the day.

ASPARAGUS “TIP” SPONSOR

\$15,000

- Exclusive right to a specific activity or asset to be determined in cooperation with festival management. Examples are Main Stage, Carnival, Asparagus Eating Competition, etc.
- Logo included on all print advertising; posters, flyers, banners and mailers.
- Prominent Medium Logo placement on Festival Maps - 50,000 copies.
- Logo on signs & banners throughout festival
- 10' x 20' Booth Space
- May provide one (1) JUDGE for the Asparagus Alley Chef Contest to be held on Saturday and Sunday, April 21 & 22
- 20 Guest Passes good for any day, Friday-Sunday.
- Six (6) VIP Passes good for all three days.

ASPARAGUS “STALK” SPONSOR

\$10,000-\$7,500

- Right to a specific activity to be determined in cooperation with festival management. IE: Entertainers, Chefs, Community Stages, etc. (IE: Clay Walker brought to you by Kat Country 103.3)
- Logo included on all print advertising; posters, flyers, banners and mailers.
- Prominent Small Logo placement on Festival Maps - 50,000 copies.
- Logo on signs & banners throughout festival
- 10' x 20' Display Space
- May provide one (1) JUDGE for the Asparagus Alley Chef Contest to be held on Saturday and Sunday, April 21 & 22.
- 10 Guest Passes good for one day, Friday-Sunday.
- Four (4) VIP Passes good for all three days.

ASPARAGUS ALLEY SPONSOR

\$5,000

- 10' x 10' booth space on one of the main thoroughfares of the festival to be determined in cooperation with festival management.
- Prominent Small Logo placement on Festival Maps - 50,000 copies.
- 10 Guest Passes good for one day, Friday – Sunday.
- Four (4) VIP Passes good for all three days.

Fun Carnival Rides!



ASPARAGUS SUPPORTING SPONSOR

\$2,500

- Small Logo placement on Festival Maps 50,000 copies.
- 10 Guest Passes good for one day, Friday – Sunday.
- Two (2) VIP Passes good for all three days.

Great Marketing Opportunities!

