



# California's Oldest Harvest Festival Welcomes Partners

## 2021 Event Information

October 2 & 3, Terry Ashe Park  
in the center of Paradise

Visit the 2019 Facebook album [here](#)



## Your Vital Support Sustains Community

Want to show your customers, employees, and investors your dedication to the vitality of our community? Associate your brand with Ridge tradition, culture and family fun. Promote your business at this high-traffic two day event.

Since 1888, Johnny Appleseed Days has been a favorite of Ridge residents and visitors alike. The historic celebration is everything a small town harvest festival should be: a showcase for local talent, services, and products, a community gathering under the cool pines, and a celebration of the Ridge's orchard past.

## Make a Difference and Promote Your Business

The Paradise Ridge Chamber of Commerce relies on its neighbors and partners to preserve the traditions that define our beautiful mountain home. Sponsorship will provide your company with year-long exposure to your client base while benefiting local business and helping to preserve Paradise Ridge heritage.

To receive full promotion on all available platforms,  
commitments must be received by August 13, 2021.





# Sponsorship Benefits

## Golden Delicious - \$5,000 EXCLUSIVE

- Acknowledgement as Exclusive "Golden Delicious" Sponsor on press release and dedicated signage at event
- Premier pavilion exhibitor space at event
- Sponsor recognition on all related marketing and promotional collateral
- 300-word Business Spotlight in 2022-2023 edition of Ridge Rising Guide
- Table for 8 at PRCoC's Annual Installation & Community Awards Dinner
- Hyperlinked sponsor logo to appear in all email promos and on ParadiseChamber.com's Johnny Appleseed page for 1 year
- 3 Ridge Business Bulletin eblasts
- Sponsor acknowledged at bandstand a minimum of three times per day during event

## Honeycrisp- \$1,500

- Hyperlinked sponsor logo to appear in all email promos and on ParadiseChamber.com's Johnny Appleseed page for 1 year
- Two tickets to PRCoC's Annual Installation & Community Awards Dinner
- Exhibitor space at event
- 3 Ridge Business Bulletin eblasts
- Sponsor acknowledged at bandstand a minimum of three times per day during event

## McIntosh - \$3,000 EXCLUSIVE

- Acknowledgement as Exclusive "McIntosh" Sponsor on press release and dedicated signage at event
- Exhibitor space at event
- Acknowledgement as Games Plaza Sponsor
- Sponsor recognition on all related marketing and promotional collateral
- Hyperlinked sponsor logo to appear in all email promos and on ParadiseChamber.com's Johnny Appleseed page for 1 year
- 3 Ridge Business Bulletin eblasts
- Sponsor acknowledged at bandstand a minimum of three times per day during event

## Pippin- \$600

- Hyperlinked sponsor logo to appear in all email promos and on ParadiseChamber.com's Johnny Appleseed page for 1 year
- Exhibitor space at event
- Sponsor acknowledged at bandstand a minimum of three times per day during event



# MEDIA REACH

Johnny Appleseed Days provides wide exposure through a variety of media outlets and marketing channels. Sponsor packages detail specific recognition and requirements. Each sponsor should provide a high-quality color logo.



<b>E-blasts</b>	Approximately 10 emails sent to list of 4,000 subscribers over a minimum of 6 weeks
<b>Chico Enterprise Record</b>	Sponsor will be acknowledged in souvenir program; circulation 10,000
<b>Social Media</b>	Sponsor will be will be acknowledged in weekly Facebook and Instagram posts shared widely
<b>Local Media</b>	Press release issued to local and regional radio, print and television outlets
<b>Television Advertising</b>	Television commercial aired at local stations, to be determined
<b>Posters</b>	50 event posters depicting sponsor logos will be placed throughout the region
<b>Event Signage</b>	All sponsor logos will appear on 3 sandwich board posters at event
<b>Billboards</b>	Skyway billboards posters and transit shelter ads
<b>ParadiseChamber.com</b>	Graphic link to sponsor's website on Johnny Appleseed page
<b>Announcements</b>	Sponsor acknowledged at bandstand a minimum of three times per day during event



Your Chamber appreciates your support and actively seeks additional opportunities to promote sponsors during and after the 2021 fest!

# SPONSOR COMMITMENT

## CONTACT INFORMATION

\_\_\_\_\_  
Business Name - *exactly as you would like it to appear in promotions*

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Billing address

\_\_\_\_\_  
City, State, Zip

## SPONSOR PACKAGES

- \_\_\_\_\_ \$5,000 Golden Delicious
- \_\_\_\_\_ \$3,000 McIntosh
- \_\_\_\_\_ \$1,500 Honeycrisp
- \_\_\_\_\_ \$600 Pippin

## PAYMENT INFORMATION

- \_\_\_\_\_ Please send an invoice
- \_\_\_\_\_ I have enclosed a check made out to Paradise Ridge Chamber of Commerce
- \_\_\_\_\_ Please charge my credit card
- \_\_\_\_\_ Master Card \_\_\_\_\_ Visa

Sponsor may provide park display banners.

**WE SINCERELY THANK YOU FOR PARTNERING WITH THE PARADISE RIDGE CHAMBER OF COMMERCE TO SUSTAIN OUR ENDURING JOHNNY APPLESEED DAYS TRADITION.**

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Security Code

\_\_\_\_\_  
Authorized Signature

