

The Noceti Group is proud to announce the 38th Annual San Joaquin Asparagus Festival at the San Joaquin County Fairgrounds Friday, April 12th through Sunday, April 14th, 2024!

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 416,000 people and donated over \$750,000 to local nonprofit organizations that worked the three day festival in the past nine 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 event – and are looking forward to an even more successful and noteworthy 2024.

The festival features Live entertainment, the Midway of Fun Carnival with rides and games for teens and kids, over 300 arts, crafts, commercial vendors and food booths, along with the festival favorites in Asparagus Alley – DEEP FRIED ASPARAGUS, Asparagus Ice Cream and more Asparagus dishes.

The San Joaquin Asparagus Festival draws a considerable amount of visitors in the spring who come together to have fun, savor the food, and catch up with old friends, 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 awarded the **Best of San Joaquin** award 2015-2023. As a sponsor you can help continue the renewed success of the San Joaquin Asparagus Festival – while promoting your business and involving yourself within our community.

We look forward to working with you to develop a marketing strategy to accomplish your objectives and goals.

Heather Chambers, Executive Assistant
Email: info@sanjoaquinasparagusfestival.net
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Referred by: _____

Noceti Group, INC.
Motorsports & Event Promotions



PO Box 340

French Camp, CA 95231

SanJoaquinAsparagusFestival.net

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



**SAN JOAQUIN
ASPARAGUS
FESTIVAL**

Get Involved in the San Joaquin Asparagus Festival!

Over 50,000 Attendees

PRESENTING SPONSORSHIP

\$40,000

- Logo prominent on ALL ADVERTISING; radio, TV, posters, flyers and banners
- Prominent Large Logo placement on Event Maps
- Logo on signs & banners throughout event
- Up to ten (10) 10' x 3' vinyl banners with grommets hung throughout event, artwork provided by sponsor
- Logo included on all social media posts initiated by event management with hashtag (#sponsor)
- 30' x 20' Display space
- 100 Guest Passes good for one day, Friday-Sunday.
- Twenty (20) VIP Passes good for all three days.

Delicious Deep Fried Asparagus



EXCLUSIVE CATEGORY SPONSORSHIP

\$25,000

This sponsorship provides you with the exclusive right in your category

- Logo included on all print advertising; posters, flyers and banners.
- Prominent Large Logo placement on Event Maps
- Logo on signs & banners throughout event
- Logo included on all social media posts initiated by event management.
- 20' x 20' Display space immediately adjacent to the activity sponsored - Sponsors Choice.
- 50 Guest Passes good for one 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 Plaza, working on chef demos showcasing great asparagus recipes, assisting in further developing all asparagus plaza 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, Petting Zoo, etc.
- Logo included on all print advertising; posters, flyers and banners.
- Prominent Medium Logo placement on Event Maps
- Logo on signs & banners throughout event
- 10' x 20' Booth Space
- 20 Guest Passes good for one day, Friday-Sunday
- Six (6) VIP Passes good for all three days.

ASPARAGUS “STALK” SPONSOR

\$7,500

- Right to a specific activity to be determined in cooperation with event 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 and banners.
- Prominent Small Logo placement on Event Maps
- Logo on signs & banners throughout event
- Logo included on all social media posts initiated by event management.
- 10' x 20' Display Space
- 20 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 event management.
- Prominent Small Logo placement on Event Maps
- 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 Event Maps
- 10 Guest Passes good for one day, Friday-Sunday
- Two (2) VIP Passes good for all three days.

Great Marketing Opportunities!

