

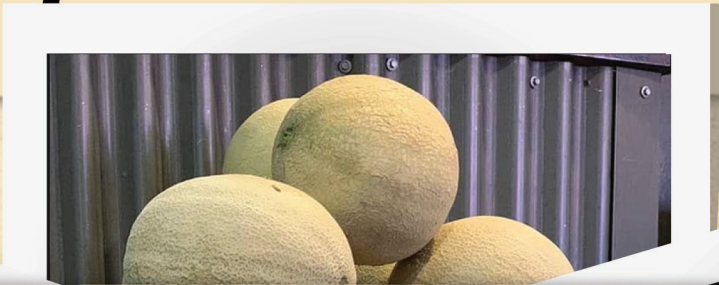


The AGRICULTURE Experience



CC Communications Presents  
**CANTALOUPE FESTIVAL  
& COUNTRY FAIR**

# Sponsorship Opportunities



**AUGUST 22 - 24, 2025**

*3C Event Complex*

Visit [FallonCantaloupeFestival.com](http://FallonCantaloupeFestival.com)



# 40<sup>th</sup> Annual Fallon Cantaloupe Festival & Country Fair

## Celebrating Tradition, Agriculture, and Community!

For four decades, the **Fallon Cantaloupe Festival & Country Fair** has been a cherished tradition, bringing together locals and visitors to honor the rich agricultural heritage of Fallon, Nevada. As we celebrate our **40th anniversary**, we invite you to join us in a festival experience that pays tribute to the farmers, families, and traditions that make our community thrive.

This milestone year will highlight the finest locally grown cantaloupes, showcasing the dedication of our farmers and the abundance of our land. But the festival is more than just melons—it's a vibrant showcase of rural Nevada, featuring interactive agricultural exhibits, hands-on learning for kids, and cutting-edge farming technology demonstrations that connect people of all ages to the world of agriculture.

Join us as we **celebrate 40 years of tradition, community and agriculture** at the Fallon Cantaloupe & Country Fair—where the **sweet taste of cantaloupe meets the heart of Nevada!**

## Bringing Fun, Tradition, and Excitement to Northern Nevada!

The **Fallon Cantaloupe Festival & Country Fair** is Northern Nevada's premier celebration of agriculture, entertainment, and community spirit! Over three action-packed days, festival-goers will enjoy a **one-of-a-kind experience** filled with unforgettable attractions, delicious fair food, and the best our region has to offer.

### *Here's what you can look forward to:*

- **200 vendors** featuring mouthwatering food, unique shopping, and local non-profits.
- **Two nights of top-tier entertainment** plus live performances from local artists throughout the event.
- A **thrilling carnival** with over **13 exciting rides** for all ages
- **Truck/Tractor pulls** showcasing power and skill in an exhilarating competition.
- **The Agriculture Experience**, where guests can experience Nevada's rich agricultural heritage through engaging, hands-on educational activities suitable for all ages, exploring the state's farming innovations and traditions.
- **Dozens of family-friendly activities** hosted by our event partners, including **country fair exhibits, a free kids' zone, and more!**

Whether you're here for the blue ribbons, the delicious flavors, or the exciting entertainment, the Fallon Cantaloupe Festival & Country Fair promises something for everyone. Join us and be part of this unforgettable celebration!

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*For more information on how to align your organization with our event, please contact us today!*  
[sponsors@falloncantaloupefestival.com](mailto:sponsors@falloncantaloupefestival.com)



# Festival Sponsorship Levels

## Fallon Cantaloupe Festival & Country Fair Presenting Sponsor - \$30,000+

# SOLD

*(only one Presenting Partnership available)*

### Includes:

- Branding on all Fair media
- Advertising on the Fallon Cantaloupe Festival 4<sup>th</sup> of July parade entry
- Year round recognition of the Fallon Cantaloupe Festival website
- Booth Space 10'x10' for the run of the Festival
- Company Logo on Marketing Materials
- Social Media marketing campaign **(over 7,000 followers)**
- Banner across the stage at 3C's Concert Venue
- Recognition on TV's in 3C's before the concert
- Logo listed on falloncantaloupefestival.com with hyper link to website
- Banner on the stage at Pavilion **(Small Stage)**
- 1 Outdoor Arena banner and 4 Perimeter Fence banners **(Sponsor provides)**
- Banner displayed at front gate
- Up to 50 weekend passes for company employees to Festival - includes access to concerts and Truck/Tractor pulls
- 6 weekend family passes
- Mentions in all printed, on-air radio and/or TV coverage
- 1 Full page Ad in the official fair event guide **(Sponsor provides)**

## Diamond Sponsor - \$15,000

### Includes:

- Recognition as Premier Event Sponsor
- Booth Space 10'x10' for the run of the Festival
- Company Logo on Marketing Materials
- Social Media marketing campaign **(over 7,000 followers)**
- Banner across the stage at 3C's Concert Venue
- Recognition on TV's in 3C's before the concert
- Logo listed on falloncantaloupefestival.com with hyper link to website
- Banner on the stage at Pavilion **(Small Stage)**
- 1 Outdoor Arena banner and 3 Perimeter Fence banners **(Sponsor provides)**
- Up to 40 weekend passes for company employees to Festival - includes concerts and Truck/Tractor Pulls
- 3 weekend family passes
- Mentions in all printed news coverage
- 1/2 page Ad in the official fair event guide **(Sponsor provides)**

Visit [FallonCantaloupeFestival.com](http://FallonCantaloupeFestival.com) for more information



## Platinum Sponsor - \$10,000

### Includes:

- Recognition as Premier Event Sponsor
- Booth Space 10'x10' for the run of the Festival
- Company Logo on Marketing Materials
- Social Media marketing campaign (*over 7,000 followers*)
- Banner across the seating in 3C's Concert Venue
- Recognition on TV's in 3C's before the concert
- Logo listed on falloncantaloupefestival.com with hyper link to website
- Banner on the stage at Pavilion (*Small Stage*)
- 1 Outdoor Arena banner and 2 Perimeter Fence banners (*Sponsor provides*)
- Up to 30 weekend passes for company employees to Festival - includes concerts and Truck/Tractor Pulls
- Mentions in all printed news coverage
- 1/2 page Ad in the official fair event guide (*Sponsor provides*)

## Silver Sponsor - \$7,500

### Includes:

- Booth Space 10'x10' for the run of the Festival
- Company Logo on Marketing Materials
- 7-Social Media Mentions
- Banner across the seating at 3C's Concert Venue
- Logo listed on falloncantaloupefestival.com with hyper link to website
- Banner at the Pavilion (*Small Stage*)
- 1 Outdoor Arena banner and 1 Perimeter Fence banner (*Sponsor provides*)
- Up to 20 day passes to Festival - includes concerts and Truck/Tractor Pulls
- Mentions in all printed news coverage
- Branding in event guide map

## Bronze Sponsor - \$5,000

### Includes:

- Booth Space 10'x10' for the run of the Festival
- Company Logo on Marketing Materials
- 5-Social Media Mentions
- Banner across the seating at 3C's Concert Venue
- Logo listed on falloncantaloupefestival.com with hyper link to website
- Banner at the Pavilion (*Small Stage*)
- 1 Outdoor Arena banner and 1 Perimeter Fence banner (*Sponsor provides*)
- Up to 10 day passes to Festival - includes concerts and Truck/Tractor Pulls
- Mentions in all printed news coverage
- Branding in event guide map

Visit [FallonCantaloupeFestival.com](http://FallonCantaloupeFestival.com) for more information



## Heart of Gold Sponsor - \$2,500

### Includes:

- Booth Space 10'x10' for the run of the Festival
- Announcements during the Youth Event performance
- 3-Social Media Mentions
- Logo listed on falloncantaloupefestival.com with hyper link to website
- Banner at the Pavilion (*Small Stage*)
- 1 Outdoor Arena banner and 1 Perimeter Fence banner (*Sponsor provides*)
- Up to 10 day passes to Festival - includes concerts and Truck/Tractor Pulls

## Friend of the Festival- \$1,000

### Includes:

- Announcements during the Youth Event performance
- Company Logo on Marketing Materials
- 2-Social Media Mentions
- Logo listed on falloncantaloupefestival.com with hyper link to website
- Banner at the Pavilion (*Small Stage*)
- 1 Perimeter Fence banner (*Sponsor provides*)
- Up to 5 day passes to Festival - includes concerts and Truck/Tractor Pulls

## Competitive Exhibits or Contest Sponsors - \$500

### Includes:

- Logo listed on falloncantaloupefestival.com
- Perimeter Fence Sign (*Sponsor provides*)
- Banner displayed at exhibit or event  
(*Please mark your choice of exhibit or contest*)
- 4 Day passes to the Festival

### Featured Exhibits and Contests:

- Cutest Little Cowboy Cowgirl Contest
- Agricultural Education
- Discovery Science
- Sponsor a People Mover (Golf Cart)
- Other: \_\_\_\_\_

## Competitive Exhibits or Contest Sponsors - \$250

### Includes:

- Logo listed on falloncantaloupefestival.com
- Perimeter Fence Sign (*Sponsor provides*)
- Banner displayed at exhibit or event  
(*Please mark your choice of exhibit or contest*)
- 2 Day passes to the Festival

### Featured Exhibits and Contests:

- Cutest Little Cowboy Cowgirl Contest
- Agricultural Education
- Discovery Science
- Sponsor a People Mover (Golf Cart)
- Other: \_\_\_\_\_

**Contact our sponsor liaison at the email below to learn how we can make your sponsorship fit your needs!**

**Michelle Rogers**

**Email: [sponsors@falloncantaloupefestival.com](mailto:sponsors@falloncantaloupefestival.com)**

**Visit [FallonCantaloupeFestival.com](http://FallonCantaloupeFestival.com) for more information**



# Fallon Cantaloupe Festival & Country Fair Sponsor Form



An online version of this form is available at [FallonCantaloupeFestival.com](http://FallonCantaloupeFestival.com)  
(under "Sponsorships" tab)

Please fill out a copy of this form and return to:

Fallon Festival Association, Inc. 290 W. Williams Ave., Fallon, NV 89406

Business Name: \_\_\_\_\_

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

Primary Contact Person: \_\_\_\_\_

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

Phone Number: \_\_\_\_\_

Sponsor Amount/Value: \_\_\_\_\_

Please send your company logo and a short description of your business that we can use for promotional purposes, such as onsite announcements, and event programs to [sponsors@falloncantaloupefestival.com](mailto:sponsors@falloncantaloupefestival.com).

## Terms and Agreements

We ask that all sponsors commit and submit marketing content (including, but not limited to, company logos in the correct file format, business descriptions, and any other content that is required from the sponsor to complete the marketing deliverables) by **Friday, August 8, 2025**. If a sponsor commits after this date, it is understood that some marketing deliverables may not be available. All sponsor forms and payments must be received by **Friday, August 15, 2025**, unless other arrangements are made.

Presenting, Diamond, and Platinum sponsors must commit and submit marketing content to event staff no later than **Friday, August 1, 2025** to fulfill print marketing deliverables.

Signing this form signifies that you have committed to becoming a sponsor of the **2025 Fallon Cantaloupe Festival & Country Fair** and that you agree to the terms outlined in the above statements.

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

Date: \_\_\_\_\_