



Fallon Cantaloupe Festival & Country Fair

Friday, August 25, through
Sunday, August 27, 2023
Churchill County Fairgrounds

**Event
Sponsorship
Opportunities**



Festival Sponsor Benefits Overview

Get your brand in front of 15,000 guests!

The Fallon Cantaloupe Festival & Country Fair is a premier event featuring a plethora of fun activities and entertainment for families. Over the course of the three day event, festival guests are enticed to the event with:

- Food, shopping, and non-profit vendors
- Two nights of high quality entertainment
- Local entertainers throughout the days
- A carnival featuring rides and games
- Dozens of fun and unique activities hosted by our event partners, including goat yoga, animal barns, country fair exhibits, a free kids zone, and so much more!



Become a Part of the Festival & Fair

When you partner with the Fallon Cantaloupe Festival & Country Fair, you become a part of a local tradition. We are bringing the fun and excitement to Northern Nevada, with the blue ribbons, delicious fair food, and an emphasis on all things unique to our area!

Partners receive numerous rights and benefits when they align with our one of a kind event, including increasing visibility, elevating brand awareness, and creating an opportunity to directly increase sales. The Fallon Festival Association welcomes the chance to meet with you to discuss your business marketing objectives and develop a custom partnership that compliments your goals and initiatives. For more information on how to align your organization with our event, please contact us today!

Fallon Festival Association Mission:

The Fallon Cantaloupe Festival & Country Fair is a premier event for the entire family promoting the Fallon area, showcasing local talent, celebrating our agricultural past and present, and supporting Nevada Business.

Visit FallonCantaloupeFestival.com for more information

Festival Sponsorship Levels

Friend of the Festival - \$250

Marketing deliverables:

- One banner with company logo displayed during the festival (sponsor provides)
- Logo featured on the festival website

Cantaloupe Festival Goodie Box:

- 5 day passes to the Fallon Cantaloupe Festival & Country Fair

Cantaloupe Club Sponsor - \$500

Marketing deliverables:

- One banner with company logo displayed during the festival (sponsor provides)
- Logo featured on the festival website
- One social media feature

Cantaloupe Festival Goodie Box:

- 10 day passes to the Fallon Cantaloupe Festival & Country Fair



Bronze Sponsor - \$1000

Marketing deliverables:

- One banner with company logo displayed in a prominent festival area
- Two social media features
- Logo featured on the festival website home page with a link to your website

Cantaloupe Festival Silver Sponsor Box:

- 15 day passes to the Fallon Cantaloupe Festival & Country Fair

Silver Sponsor - \$2,500

Marketing deliverables:

- One 10' x 10' booth space
- Two banners with company logo displayed in the entertainment pavilion and front gate area
- Three social media features
- Logo featured on the festival website home page with a link to your website

Cantaloupe Festival Silver Sponsor Box:

- 10 weekend passes and 15 day passes to the Fallon Cantaloupe Festival & Country Fair

Visit FallonCantaloupeFestival.com for more information

Heart of Gold Sponsor - \$5,000

Marketing deliverables:

- One 10' x 10' booth space at the event
- Two banners with company logo displayed in the entertainment pavilion and front gate area.
- Four social media features
- Logo featured on the festival website home page with a link to your website
- Mentions in news coverage
- Announcements on loudspeaker during the Festival

Cantaloupe Festival Heart of Gold Sponsor Box:

- 15 weekend passes, and 20 day passes to the Fallon Cantaloupe Festival & Country Fair

Platinum Sponsor - \$10,000+

(only four Platinum Partnerships available)

Marketing deliverables:

- Recognition as Premier Event Partner
- One 10'x10' booth space
- Three 4'x8' banners with company logo displayed in the entertainment pavilion, front gate area, and grandstands
- Two paid social media features plus four mentions on other social media posts
- Logo featured on the festival website home page with a link to your website
- Mentions and logos in Cantaloupe Festival & Country Fair news coverage
- 10+ announcements on loudspeaker during the Festival

Cantaloupe Festival Platinum Sponsor Box:

- Up to 40 weekend passes for company employees and customers
- Three Family Giveaway Packages - each package includes 2 adult and 2 children day passes to the Fallon Cantaloupe Festival & Country Fair, plus 1 book of carnival tickets!
- *Up to 40 concert tickets to attend either Friday or Saturday night performance*



Visit FallonCantaloupeFestival.com for more information

Diamond Sponsor - \$20,000+

(only two Diamond Partnerships available)

Marketing deliverables:

- Recognition as Premier Event Partner
- Two booth spaces (can be 10'x20' or 10'x10')
- Two banners, printed by the Fallon Festival Association, with sponsor logo displayed on the concert stage risers and/or the grandstands
- Three 4' x 8' banners, printed by the Fallon Festival Association, with company logo displayed in the entertainment pavilion, front gate area, and/or on the firelane fence
- Four paid social media features plus four mentions on other social media posts
- Logo featured on the festival website home page, with a link to your website
- Mentions and logos in Cantaloupe Festival & Country Fair news coverage
- 20+ Announcements on loudspeaker during event
- Let us know what ways you think can get your company more exposure at the Fallon Cantaloupe Festival & Country Fair, we would love to work with you!

Cantaloupe Festival Diamond Sponsor Box:

- Up to 50 weekend passes for company employees or customers
- Two 'All Inclusive Festival Giveaway' Packages - each package includes 2 adult and 2 children weekend passes to the Fallon Cantaloupe Festival & Country Fair, 4 vouchers for Cantaloupe Festival t-shirts, plus 1 book of carnival tickets!
- Three Family Giveaway Packages - each package includes 2 adult and 2 children day passes to the Fallon Cantaloupe Festival & Country Fair, plus 1 book of carnival tickets!
- *Up to 50 Concert tickets to attend either Friday or Saturday night performance.*

Talk to our sponsor liaison to learn about how we can make your sponsorship fit your needs!

Michelle Rogers

Email: michelle.gabiola@cccomm.co

Phone: 775-427-1191



Visit FallonCantaloupeFestival.com for more information