



**The Esparto Chamber Board  
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Dear Friend,

September 15<sup>th</sup>, 2011

For nearly 100 years, the annual Capay Valley Almond Festival has showcased the charming Northern California region of Esparto and the Capay Valley. The 2012 Almond Festival is scheduled for **Sunday, March 11, 2012**. The event's organizers, the Esparto Chamber of Commerce, would like you to consider becoming a sponsor. While it's a date that is still many months away, your commitment now will insure another successful year.

As you'll see below, partnering with the Almond Festival is extremely cost effective. In fact, for many decades, sponsorship of the Almond Festival has proven to be a valuable marketing opportunity for businesses and organizations alike. We are asking you to commit now, as potential attendees are already seeking festival information. Publicizing the 2012 event as soon as possible is critical to attracting prospective visitors while providing sponsors the maximized "bang for their buck." Thank you in advance for your consideration.

The Capay Valley Almond Festival 2012 will be in the towns of Esparto, Capay, Brooks, Guinda and Rumsey. We expect at least twelve thousand visitors once again. Entertainment, crafts, good food and fun for all members of the family are provided. We feature a children's area including free activities such as a climbable hay pyramid and walnut play bins. There's also a 10K Fun Run and a diaper derby. In addition, the Almond Baking Contest was a success and we are working with our food vendors to add more almonds to the menu items they are serving. This will also be the third year of the Blossom Trail map, which we developed with the help of past sponsors ([www.blossomtrail.org](http://www.blossomtrail.org)). The map includes alternate ways in and out of the Valley as well as showcasing routes for optimal almond blossom viewing. It is yet another way that you could partner with the event and garner additional exposure from our targeted participants.

Above all, early March in the Capay Valley is a wonderful time to experience the beauty of the whole area and to meet many of the wonderful people who live and work here. With your new or continued partnership, this year's event is shaping up as an even greater event than last year. Your support will allow us to augment our overall efforts, to showcase some of our citizens' successes within the valley and to boost our efforts to enhance business development in the region. In addition, we'll strive for enhanced public participation and exposure for all of the communities throughout the greater Capay Valley. With that focus in mind, we'll work with you to find the perfect fit for your sponsorship participation.

Thank you again for your commitment to local sustainable agriculture and the Almond Festival. We look forward to your participation. Feel free to contact Monique Garcia at (530) 787-3242 with any questions. Please take a moment to review your opportunities for sponsorship. Please note your sponsorship of \$250 entitles you to a *FREE* booth in the Esparto Community Park at the Almond Festival. We also have a \$50 Sponsorship that can be used by either individuals or businesses. Your donation will help promote this great historical farming celebration. Additionally, funds are used to develop and implement new opportunities to showcase Chamber members, farms, and local artisans in our beautiful region; i.e. the Blossom Trail map [www.blossomtrail.org](http://www.blossomtrail.org).

Warmest Regards,

**Monique Garcia**  
**Executive Director**

## SPONSORSHIP LEVELS



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### Platinum \$5000

- Free Booth at the Almond Festival in the Park on Yolo Avenue
- Top Tier Sponsorship listing on all media and marketing material (50% larger font)
- Top Tier listing on website (one year listing)
- Top Tier listing on Blossom Trail Map 1000 printed and sent to chambers and visitors bureaus in four local counties
- Top Tier listing in the Daily Democrat & the Valley Voice
- Two Tickets to the Annual Esparto Regional Chamber Holiday Party

### Gold \$2500

- Free Booth at the Almond Festival in the Park on Yolo Avenue
- Second Tier Sponsorship listing on all media and marketing material (30% larger font)
- Second Tier listing on website (one year listing)
- Second Tier listing on Blossom Trail Map 1000 printed and sent to chambers and visitors bureaus in four local counties
- Second Tier listing in the Daily Democrat & the Valley Voice
- Two Tickets to the Annual Esparto Regional Chamber Holiday Party

### Silver \$1000

- Free Booth at the Almond Festival in the Park on Yolo Avenue
- Third Tier Sponsorship listing on all media and marketing material (20% larger font)
- Third Tier listing on website (one year listing)
- Third Tier listing on Blossom Trail Map 1000 printed and sent to chambers and visitors bureaus in four local counties
- Third Tier listing in the Daily Democrat & the Valley Voice
- Two Tickets to the Annual Esparto Regional Chamber Holiday Party

### Bronze \$500

- Free Booth at the Almond Festival in the Park on Yolo Avenue
- Fourth Tier Sponsorship listing on all media and marketing material (10% larger font)
- Fourth Tier listing on Chamber website (one year listing)
- Fourth Tier listing on Blossom Trail Map 1000 printed and sent to chambers and visitors bureaus in four local counties
- Fourth Tier listing in the Daily Democrat & the Valley Voice
- Two Tickets to the Annual Esparto Regional Chamber Holiday Party

### Copper \$250

- Free Booth at the Almond Festival in the Park on Yolo Avenue
- Fifth Tier Sponsorship listing on all media and marketing material (5% larger font)
- Fifth Tier listing on website (one year listing)
- Fifth Tier listing on Blossom Trail Map 1000 printed and sent to chambers and visitors bureaus in four local counties
- Fifth Tier listing in the Daily Democrat & Valley Voice
- Two Tickets to the Annual Esparto Regional Chamber Holiday Party

### Friends \$50

- Listing on website (one year listing)
- Listing on Blossom Trail Map 1000 printed and sent to chambers and visitors bureaus in four local counties
- Listing in the Daily Democrat & Valley Voice