

# Ukiah Country PumpkinFest

October 14-16, 2023  
Downtown Ukiah

Over 15,000  
participants  
annually. Don't miss  
out on this  
opportunity to  
support the biggest  
community event and  
street festival in  
Mendocino County!





# Ukiah Country PumpkinFest

October 14-16, 2023

## The Appeal

**PUMPKINFEST IS AN ANNUAL COMMUNITY EVENT THAT TAKES PLACE IN DOWNTOWN UKIAH. IT IS A FUN-FILLED, HARVEST-THEMED EVENT THAT EMPHASIZES FAMILY, COMMUNITY AND HELPS TO SUPPORT OUR LOCAL ECONOMY. THIS DELIGHTFUL TWO-DAY COMMUNITY EVENT ATTRACTS RESIDENTS AND VISITORS FROM THROUGHOUT THE REGION. AS A SPONSOR, YOU WILL BE HELPING TO MAKE THIS EVENT A SUCCESS AND YOU WILL BE RECOGNIZED AS A SPECIAL SUPPORTER OF THIS EXCITING EVENT THAT BRINGS COUNTLESS NUMBERS OF PEOPLE IN THE COMMUNITY SO MUCH JOY.**

## An Investment in Your Community



**PUMPKINFEST AS AN EVENT HAS GROWN TO HOST MORE THAN 15,000 PARTICIPANTS, AND STRETCHES OVER EIGHT DOWNTOWN BLOCKS. IT HAS PROVIDED THOUSANDS OF PEOPLE WITH FUN AND ENTERTAINMENT FOR OVER 20 YEARS. IT TRULY IS A WONDERFUL FAMILY-ORIENTATED FALL FESTIVAL THAT ADDS TO THE ALREADY CHARMING ATMOSPHERE OF THE DOWNTOWN AREA. PUMPKINFEST BRINGS SHOPPERS, FUN AND GAMES, CRAFTS AND ACTIVITIES, AND MUCH MORE. MOST OF THE PARTICIPANTS SPEND A MAJORITY OF THEIR TIME PLAYING, PARTICIPATING AND PURCHASING FROM OUR DOWNTOWN SHOPS AND VENDORS. PUMPKINFEST KICKS OFF THE HOLIDAY SEASON AND WILL ENCOURAGE CUSTOMERS TO SHOP LOCALLY AND SHOP WITH YOU!**







## SPONSORSHIP BENEFIT OPTIONS

### **Giant Pumpkin - \$5000**

- LOGO on all print material (poster and event guide) - over 3,000 copies made
- LOGO on all signage at event
- Priority radio spots on KWINE and Max (roughly 75 per week for 6 weeks)
- 1/8 page advertisement in the City of Ukiah fall digital recreation guide
- LOGO on City of Ukiah utility stuffer mailed directly to 8,000 homes
- LOGO on coloring contest distributed to over 5,000 Students
- Social media exposure and LOGO live link on the City of Ukiah website
- Special recognition from the stage and parade at event
- Complementary vendor booth
- Complementary parade entry

### **Pumpkin- \$2,500**

- Placement in Official Event Guide and Map - Over 3,000 copies
- Mention on 1/2 of all radio spots (roughly 37 per week for 6 weeks)
- Acknowledgment in the City of Ukiah fall digital recreation guide
- Listing on City of Ukiah utility stuffer mailed to 8,000 homes
- Complementary vendor booth
- LOGO live link on the City of Ukiah website
- Name placement on event poster - over 300 copies distributed
- Name announced at Parade in Recognition of sponsorship
- Complementary parade entry

### **Sprout- \$1,000**

- Placement in Official Event Guide and Map - Over 3,000 copies
- Name announced at parade in Recognition of Sponsorship
- Acknowledgment in the City of Ukiah Fall digital recreation guide
- Name placement on event poster
- Name placement on the City of Ukiah website
- Complementary parade entry

### **Seed- \$500**

- Placement in Official Event Guide and Map - Over 3,000 copies
- Acknowledgment in the City of Ukiah Fall digital recreation guide
- Name placement on event poster
- Name placement on the City of Ukiah website





## 2023 UKIAH PUMPKINFEST SPONSORSHIP PLEDGE FORM

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

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

### LEVEL OF SPONSORSHIP

☐ Giant Pumpkin - \$5,000

☐ Pumpkin - \$2,500

☐ Sprout - \$1000

☐ Seed - \$500

**PAYMENT  
PLANS  
AVAILABLE!**

**MAIL: City of Ukiah  
Recreation Dept  
411 W. Clay St.  
Ukiah, CA 95482**

**Phone: (707) 463-6231  
E-mail: jburgess@cityofukiah.com**

**To ensure your business is included in all promotional materials (including fall digital recreation guide). Please submit your pledge by 8/13/2023.**

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### FOR OFFICE USE ONLY:

Pledge Received: \_\_\_\_\_ Payment: \_\_\_\_\_

Received: \_\_\_\_\_ Amount: \_\_\_\_\_

Method: \_\_\_\_\_