

# UKIAH COUNTRY PUMPKINFEST

VOL. 150



UKIAH, CA



2026



## CELEBRATING 150 YEARS OF UKIAH

**JOIN US IN SPONSORING THE BIGGEST STREET FAIR IN UKIAH!**

### THE APPEAL

PumpkinFest is an annual community event held in historic downtown Ukiah. This fun-filled, harvest-themed festival celebrates family, community, and local traditions while supporting our local economy.

This two-day event attracts residents and visitors from throughout the region for a weekend of entertainment, shopping, games, crafts, activities, and seasonal fun. As a sponsor, you will help make this beloved community event possible and be recognized as a valued supporter of an event that brings joy to thousands of attendees each year.



### INVESTMENT IN YOUR COMMUNITY

PumpkinFest has grown into one of Ukiah's signature community events, welcoming more than 16,000 visitors and spanning over eight blocks of historic downtown. For more than 20 years, this beloved fall festival has brought families, friends, and visitors together to celebrate the season.

With its family-friendly atmosphere and charming downtown setting, PumpkinFest provides a wonderful opportunity to showcase local businesses and encourage visitors to shop, dine, and explore Ukiah. Many attendees spend the day enjoying the festival while also visiting downtown shops, restaurants, and vendors.

As one of the first major events of the holiday season, PumpkinFest helps bring customers downtown and inspires them to shop locally, supporting businesses like yours while celebrating the spirit of our community.





# SPONSORSHIP FORM

**Giant  
Pumpkin  
\$5000**

**Pumpkin  
\$2500**

**Sprout  
\$1000**

**Seed  
\$500**

| Print Material<br>Poster, Event Signage, & Event Guide                              | Logo                                                                                | Logo                                                                                | Text                                                                                 | Text   |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------|
| <b>10x10 Booth</b>                                                                  |    |   |                                                                                      |        |
| <b>Parade Entry</b>                                                                 |   |  |  |        |
| <b>Mention in Radio Ads<br/>KWINE &amp; Max</b>                                     | <b>Roughly 75<br/>mentions over<br/>6 weeks</b>                                     | <b>Roughly 37<br/>mentions over<br/>6 weeks</b>                                     |                                                                                      |        |
| <b>Mention in City of Ukiah<br/>utility bill stuffer<br/>mailed to 12,000 homes</b> | Logo                                                                                | Text                                                                                | Text                                                                                 | Text   |
| <b>Logo on coloring contest<br/>5,000 distributed</b>                               |  |                                                                                     |                                                                                      |        |
| <b>Logo placement on<br/>the City of Ukiah website</b>                              | Logo                                                                                | Logo                                                                                | Logo                                                                                 | Text   |
| <b>Color ad in the City of Ukiah<br/>fall recreation digital guide</b>              | 1 Page                                                                              | 1 Page                                                                              | 1/2 Page                                                                             | ¼ Page |



# SPONSORSHIP 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 - \$1,000

☐ Seed - \$500

**PAYMENT  
PLANS  
AVAILABLE!**

**MAIL: City of Ukiah**

**Recreation Dept  
411 W. Clay St.  
Ukiah, CA 95482**

**Phone: (707) 463-6231**

**E-mail: maranda@cityofukiah.com**

**To ensure your business is included in all promotional materials,  
including the Fall Recreation Digital Guide,  
please submit your pledge by August 21, 2026.**

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## FOR OFFICE USE ONLY:

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

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

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