



BLUE SKY EVENT SERVICES
proudly presents ...

CHICO SPRING JAM



&



CHICO SUMMERFEST

SPONSORSHIP OPPORTUNITIES



EVENT PROFILES

2022 CHICO SPRING JAM & CAR SHOW

and

2022 CHICO SUMMERFEST & CHILI COOK-OFF

Patrick Ranch is transformed into a music variety venue with live bands, food, vendors and of activities for all ages.

- ✿ Two Music Festivals in Chico, California !
- ✿ Introducing Chico Spring Jam on April 30th, 2022
- ✿ and the 2nd Annual Chico SummerFest on August 20, 2022
- ✿ Three tribute bands at each festival with vendors, fun-filled activities, food trucks, food, cold brew, chilled wine, games, & more!
- ✿ Festival for all ages in a family friendly atmosphere
- ✿ Pristine venue with historic agricultural museum
- ✿ Have your company join us and we will brand and market your companies logo, services and products to our guests



Your sponsorship supports a variety of charities ranging from youth athletics, to local church groups to our venue



EAST AVE CHURCH IS NOW

HOPECOMMONS

EVENT AUDIENCE

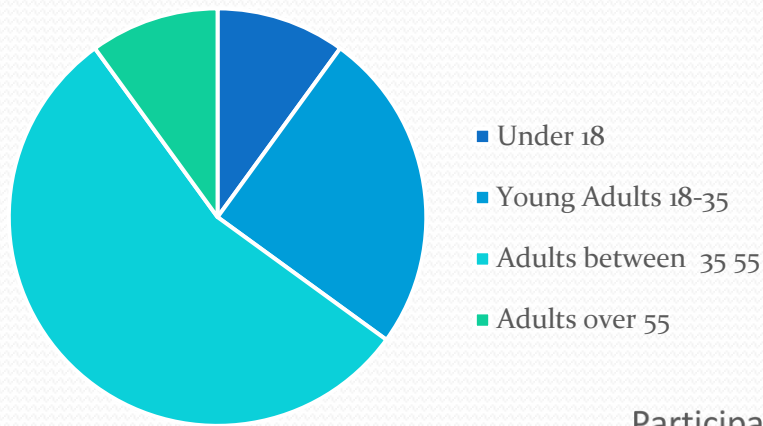
- Both of our music festival events attract people from Chico, Butte County and throughout Northern California
- Your sponsorship provides a perfect opportunity to showcase your business's distinctive branding, marketing, and gratitude for new and active customers
- Families, Individuals, Groups, Foodies and Music lovers fill our venue with their presence
- Product branding, extensive marketing and brand exposure through logo impressions, onsite visitors with face-to-face integration



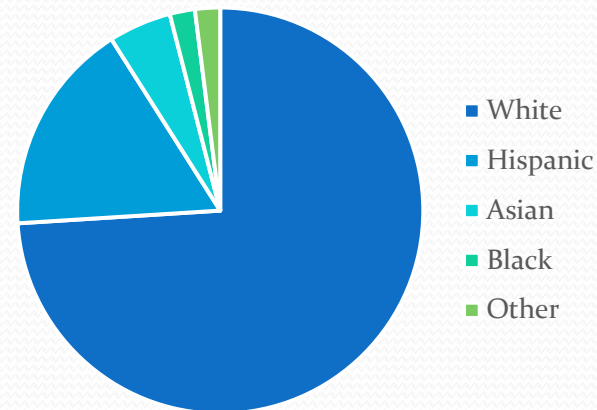
AUDIENCE DEMOGRAPHICS

Music-lovers, outdoor enthusiasts,
families, and fun-loving people
will join us in the festivities

Age Group Distribution %



Participation Demographics



Participation by Gender



EVENT & MEDIA PROMOTION

Each level of sponsorship will be provided with different media and advertising opportunities. Obviously, the higher the level ... the more logo impressions and ads.

These 2 Chico Events will inspire media coverage from all forms of media.

- **TELEVISION** – Local TV stations
- **RADIO** - Local stations with Classic Rock, Country Sports and Talk Radio
- **PRINT** - Regional and local newspapers & magazines
- **SOCIAL MEDIA** - Facebook and Instagram posts with photos and videos
- **EMAIL** - Customized email promotions from guests lists and local residents
- **GRASS ROOTS** - Up to 5,000 flyers, 200 posters, 15 banners & 100 yard signs will be distributed to Butte County businesses, shops, local events, streets and banner locations per event
- **EVENT CALENDARS** - Event calendar listing in Regional calendars

ENTERTAINMENT INCLUDES

CHICO SPRING JAMBOREE
music from Fleetwood Mac,
Tom Petty & Rolling Stones



CHICO SUMMER FEST
music from Pat Benatar,
the Cars and Boston

ATTRACTIONS INCLUDE

- ✿ Main Stage with non-stop entertainment from 3 bands per event
- ✿ Libation Station with local & regional beers and wine
- ✿ Vendor Village with craft and commercial sponsors and vendors
- ✿ Kids Zone with inflatables and games
- ✿ Adult Activities with Gaming Tables, Jenga and Beer Olympics
- ✿ Cornhole Tournament, Car Show & Chili Cook-off



ENTRANCE TRUSS



SPONSOR PACKAGES

Sponsorship Packages are set up for companies to sponsor both the Chico Spring Jam and the Chico SummerFest. If your company chooses both festivals, there is a discount for committing to both events.

SPONSORSHIP BENEFITS FOR the CHICO SPRING JAM & the CHICO SUMMERFEST 2022				
SPONSOR BENEFITS	TITLE	PRESENTING	OFFICIAL	SPECIAL EVENT
Financial Investment - Both Events	\$18,000	\$13,000	\$4,000	\$2,500
Financial Investment - One Event	\$10,000	\$7,500	\$2,500	\$1,500
Spots Available	1 per event	3 per event	6 per event	6 per event
Sponsor Recognition	Exclusive Title	Shared Presenting	Open	Open
Company Logo Inclusion	1st Position	2nd Position	3rd Position	4th Position
Onsite Exhibit Booth	10' x 20'	10' x 10'	10' x 10'	10' x 10'
Social Media Custom Posts	6	3	1	1
Company Banners Onsite - Company Provides	6	3	1	1
VIP Tickets with VIP Parking	6	3	1	1
General Admission Tickets	10	5	3	2

VENDOR, EXHIBITOR, FOOD, & ATTRACTIONS SPOTS

Blue Sky Event Services has created a new placement plan for Vendors, Exhibitors and Attractions. We will limit the # of booths to the # of spaces along both sides of the venue and not the back. By registering, your company is agreeing to pay and follow the Terms & Conditions set.

All registrations are done online through www.RegFox.com/BlueSkyEvents

10' x 10' Display Space on-site – Arts & Crafts (Non-Commercial)	\$125
10' x 10' Display Space on-site – Attraction & Special Event	\$100
10' x 10' Display Space on-site – Commercial Merchants	\$250
10' x 20' Display Space on-site – Arts & Crafts (Non-Commercial)	\$250
10' x 20' Display Space on-site – Commercial Merchants	\$500
10' x 10' Food Vendor	\$150
10' x 25' Food Truck	\$200



**** All vendors are required to pay a \$50 refundable deposit to ensure attendance and cleaning up of the exhibit space**

ADDITIONAL SPONSORSHIP OPPORTUNITIES



Gain more brand exposure by taking advantage of sponsoring one of these events or attractions. These sponsorships receive additional banner locations in and around the specific special event.



\$3.000 Package & Sponsor Fee
MAIN STAGE Sponsor

\$2.000 Package & Sponsor Fee
CORNHOLE TOURNEY Sponsor
KIDS ZONE Sponsor
CRAFT BREW GARDEN Sponsor
CHILI COOK-OFF Sponsor
CAR SHOW Sponsor
GAMING TABLES Sponsor





COME AND JOIN US IN 2022 !!



CONTACT US FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES

Blue Sky Event Services

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