

# Corporate Sponsorship Opportunities

39<sup>th</sup> Annual Gilroy Garlic Festival

July 28-30, 2017



## GREAT GARLIC FOOD AND FUN FOR THE WHOLE FAMILY

Every July, the Gilroy Garlic Festival attracts nearly 100,000 visitors for three full days of great garlic food, live entertainment, cooking demonstrations and contests, arts and crafts, and lots of fun activities for the whole family. Operated by a private non-profit corporation and powered by more than 4,000 volunteers, the Gilroy Garlic Festival is recognized around the world for its innovative concept, community impact, entertainment experience...and, of course, fantastic food.

We invite you to be part of the ultimate summer food festival!

### FEATURES

**GOURMET ALLEY:** The heart of the Gilroy Garlic Festival is Gourmet Alley, where “Pyro Chefs” and an army of volunteers prepare garlic-laced calamari, scampi, pepper steak sandwiches, stuffed mushrooms, pasta con pesto, sausage sandwiches, garlic bread, garlic fries, and more.

**ENTERTAINMENT:** With 50 concerts on three stages, guests enjoy a diverse lineup of music. Each year, they experience some of country music’s hottest sensations; past performers have included Charlie Worsham, Dustin Lynch, Kip Moore, Sunny Sweeney, and Rascal Flatts.

**COOK-OFF COMPETITIONS:** The Cook-Off Competitions features live cooking demonstrations and competitions all three days. Amateur cooks from around the country compete in the Great Garlic Cook-Off on Saturday, and professional cooks battle in the iron-chef style Garlic Showdown on Sunday.

**ARTS & CRAFTS:** The Arts & Crafts areas showcase a wide variety of unique, high-quality handmade creations from over one hundred artisans.

**CHILDREN’S AREA:** The ever-popular Children’s Area features games, hands-on crafts, and live entertainment for our younger guests.

**GARLIC MERCANTILE:** From hats and shirts to wine glasses, the two Garlic Mercantile boutiques showcase a wide range of Festival merchandise and souvenirs.

**VENDORS:** A variety of food and beverage booths throughout the park offer everything from kettlecorn and frozen lemonade to garlic cajun crawdads and smoked turkey legs.

# Gilroy Garlic Festival Presenting Sponsorship

This opportunity provides a corporate entity a two-year association as Presenting Sponsor of "America's premier summertime food festival."

Exclusive branding includes identification in all global publicity, regional advertising and prominent product exposure to more than 100,000 Festival attendees.

This package offers:

- Corporate logo integrated below Garlic Festival logo as "Presented By"
- Presenting reference in all Festival advertising and publicity
- Corporate logo prominently displayed on Festival website
- Corporate banner at Festival
- Corporate banner at Festival
- A 10' by 20' banner at Festival
- 10' by 20' banner at Festival
- 10' by 20' banner at Festival

2017 Gilroy Garlic Festival  
Presenting Sponsor

Raley's BELAIR NOB HILL FOODS



## SPONSORSHIP PACKAGES

The options below give you a “flavor” of the sponsorship opportunities that are available at the Gilroy Garlic Festival. Please contact us to customize a package that fits your company’s specific needs.

**Great Garlic Cook-Off** In one of the world’s most popular cooking contests, eight finalists selected from an international field of entries prepare their unique dishes for a panel of expert judges on Saturday, July 29. The winner receives the highly coveted garlic crown and \$5,000.

Sponsorship package includes:

- Exclusive recognition during the five-month publicity campaign leading up to the competition
- Prime banner placement in Cook-Off Competitions
- Three days of product messaging on Cook-Off Jumbotron screens
- Exclusive 10'x10' exhibitor booth adjacent to the Cook-Off stage
- 75 Festival admission tickets
- 30 Sponsor Hospitality admissions

Sponsor Fee: \$20,000

**Garlic Showdown** Emceed by a celebrity chef, the iron-chef style showdown on Sunday, July 30 features four prominent professional chefs competing for a \$5,000 prize and ultimate bragging rights.

Sponsorship package includes:

- Showdown sponsor reference in select Festival advertising and all publicity
- Corporate logo prominently displayed with link on Festival website
- Corporate banner prominently displayed in Cook-Off Competitions
- Product messaging in the Cook-Off Competitions
- Sponsor representative to serve on judging panel
- 60 Festival admission tickets
- 25 Sponsor Hospitality admissions

Sponsor Fee: \$15,000

**Garlic Avenue** “Garlic Avenue” is the main thoroughfare entering the Festival from the Ranch side, with three-day foot traffic of nearly 100,000 visitors.

Sponsorship package includes:

- Product-exclusive 10'x10' exhibitor booth with power on Garlic Avenue
- Larger spaces are available

Exhibit Booth Fee: \$6,000

**Entertainment Stages** Our three stages of live entertainment feature over 50 performances including the great sounds of jazz, rock ‘n roll, country, blues, reggae, swing and much more. Your corporate banner will be prominently displayed at one of these premium venues.

Sponsor Fee Starting at: \$2,500

## FEATURED MEDIA COVERAGE

### Print

Contra Costa Times  
USA Today  
Appetite Magazine  
Die Welt welt.de  
Mainstreet Media  
Out & About  
San Jose Mercury News  
Food Network Magazine

Los Angeles Times  
San Benito County Today  
Central California Life magazine  
Gilroy Dispatch  
Monterey County Weekly  
Register-Pajaronian  
Savuer Magazine  
Prime Living Magazine

Chicago Tribune  
831 Magazine  
Clear Channel Media  
Gilroy Today  
Morgan Hill Times  
RV Life  
Sing Tao Daily

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### Radio

KBAY  
KEZR  
KFSR  
KMJ  
KRML  
KWAV  
Clear Channel Radio  
WTAN

KBRG  
KFOG  
KKSF  
KNBR  
KRTY  
ESPN Sports Radio  
Pandora.com

KCBS  
KFOX  
KLIV  
KPRC  
KTOM  
KDON  
Streetwise Radio

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### Television

KRON  
KTVU  
EFE News Services  
TV JAPAN

KSBW 8  
NBC 11  
KSMS - UNIVISION  
Today Show

CMAP  
California Scenes /Comcast TV  
KPIX  
ABC's The Chew

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### Online

TravelChannel.com  
SeeCalifornia.com  
SFStation.com  
CentralCoast-Tourism.com  
LonelyPlanet.com  
TravelTips.USAToday.com  
Travel.AARP.org  
AHeapingSpoonful.com  
MamaLikesToCook.com  
SFgate.com

Axs.com  
CommunityTable.com  
NationalGarlicDay.com  
TheGutsGourmet.net  
UrbanFoodExperience.com  
NorthandSouthNomads.com  
SummerMadeSimple.com  
TasteTrekkers.com  
Minnesota Girl in the World - mngirlinla.com  
News.Yahoo.com

VisitCalifornia.com  
DailyCal.org  
Philly.com  
VisitGilroy.com  
SantaCruz.com  
Parade.com  
ChefsBlade.Monster.com  
ThriftyJinxy.com  
SanJose.com  
Money.CNN.com

**3 Days | Nearly 100,000 Attendees | 50 Live Concerts  
2 Prominent Cooking Competitions  
Extraordinary Food | Global Media Coverage**

**July 28-30, 2017**

**10 a.m. to 7 p.m.**

Christmas Hill Park, Gilroy, CA  
30 miles south of San Jose off Highway 101

Gilroy Garlic Festival  
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[gilroygarlicfestival.com](http://gilroygarlicfestival.com)

