

25TH ANNUAL



Sponsorship Guide

**SATURDAY, AUGUST 13TH
11AM - 6PM**

thirdavenuevillage.com

About the Event



Chula Vista has a *juicy* history with lemons. In the early 1900s, the town's boom in citrus growth gave it the title, "Lemon Capital of the World." For the past two and a half decades, we've celebrated that legacy with the Lemon Festival: a citrus-centric community event, welcoming tens of thousands of attendees to Downtown Chula Vista.



This free-to-attend festival features lemon-infused activities, live music, lemon-themed contests, lemony snacks and beverages, and countless other sweet and sour vendors and activities to enjoy with family and friends. From a sponsor perspective, this event will truly make lemonade out of lemons. The Lemon Festival aims for inclusivity, attracting attendees of every age, sex, race, and ethnicity from San Diego County and beyond. This year, under new management by local event producer, Fuse Events, The Lemon Festival is taking an upgraded approach to marketing and public relations. The event will be promoted to a larger audience, including every leading local publication and news outlets such as KUSI, Fox 5, ABC 7 and Televisa-Univision, among others.



Sponsorship Categories

Title Sponsor: \$25,000

Includes:

- Sponsor spokesperson for broadcast media opportunities
- Sponsor name included in title of event
- Category Exclusivity
- Sponsor hospitality area
- Logo on all event collateral
- Event activation space (20'x20' booth space)
- Hyperlinked logo on event website

Exhibitor: \$2,000

Includes:

- Logo on all event collateral
- Event activation space (10'x10' booth space)
- Hyperlinked logo on event website

Community Partner: \$500

Includes:

- Logo on all event collateral
- Hyperlinked logo on event website

We look forward to your activation!

Contact Us:



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619-615-1092



www.thirdavenuevillage.com

