



California's Oldest Harvest Festival Welcomes Partners

2025 Event Information
October 4 & 5, Terry Ashe Park
in the center of Paradise

[View 2024 event photos here](#) 

Your Vital Support Sustains Community

Want to show your customers, employees, and investors your dedication to our community? Associate your brand with Ridge tradition, culture and family fun. Promote your business at this high-traffic two day event.

Since 1888, Johnny Appleseed Days has been a favorite of Ridge residents and visitors alike. The historic celebration is everything a small town harvest festival should be: a showcase for local talent, services, and products, a community gathering under the cool pines, and a celebration of the Ridge's orchard past.

Make a Difference and Promote Your Business

The Paradise Ridge Chamber of Commerce relies on its partners to preserve the traditions that define our beautiful mountain home. Sponsorship provides year-long exposure to your client base while benefiting local business and preserving Paradise Ridge heritage.

**Many
Thanks
to Our
2024
Sponsors**





Sponsorship Benefits

Golden Delicious - \$5,000

EXCLUSIVE



- Acknowledgement as Exclusive "Golden Delicious" Sponsor on press release and dedicated signage at event
- Premier pavilion exhibitor space at event
- Sponsor recognition on all related marketing and promotional collateral
- 300-word Business Spotlight in 2025 edition of Ridge Rising Guide
- Table for 8 at PRCoC's Annual Installation & Community Awards Dinner
- Hyperlinked sponsor logo to appear in all email promos and on ParadiseChamber.com's Johnny Appleseed page for 1 year
- 3 Ridge Business Bulletin eblasts
- Sponsor acknowledged at bandstand a minimum of three times per day during event

Honeycrisp - \$1,500



- Hyperlinked sponsor logo to appear in all Johnny Appleseed page for 1 year email promos and on ParadiseChamber.com's Johnny Appleseed page for 1 year
- Two tickets to PRCoC's Annual Installation & Community Awards Dinner
- Exhibitor space at event
- 3 Ridge Business Bulletin eblasts
- Sponsor acknowledged at bandstand a minimum of three times per day during event

Pippin - \$650



- Hyperlinked sponsor logo to appear in all email promos and on ParadiseChamber.com's Johnny Appleseed page, 1 year
- Exhibitor space at event
- Sponsor acknowledged at bandstand a minimum of three times per day during event

McIntosh - \$3,000

EXCLUSIVE



- Acknowledgement as Exclusive "McIntosh" Sponsor on press release and dedicated signage at event
- Exhibitor space at event
- Acknowledgement as Games Plaza Sponsor
- Sponsor recognition on all related marketing and promotional collateral
- Hyperlinked sponsor logo to appear in all email promos and on ParadiseChamber.com's Johnny Appleseed page for 1 year
- 3 Ridge Business Bulletin eblasts
- Sponsor acknowledged at bandstand a minimum of three times per day during event

Johnny's Tent - \$1,000



- Exhibitor space at event
- Sponsor Recognition on Johnny Sign
- Sponsor recognition on all related marketing and promotional collateral
- Hyperlinked sponsor logo to appear in all email promos and on ParadiseChamber.com's Johnny Appleseed page for 1 year
- Sponsor acknowledged at bandstand a minimum of three times per day during event





MEDIA REACH

Johnny Appleseed Days provides broad exposure through a variety of media outlets and marketing channels. Sponsor packages detail specific recognition and requirements. Each sponsor should provide a high-quality color logo.

E-blasts	Approximately 10 emails sent to list of 4,000 subscribers over a minimum of 6 weeks
Chico Enterprise Record	Sponsor will be acknowledged in souvenir program - circulation 10,000
Social Media	Sponsor will be will be acknowledged in weekly Facebook and Instagram posts shared widely
Local Media	Promoted in local and regional radio, print and television outlets. Acknowledgement in <u>Ridge Business Journal</u>
Television advertising	Television commercial on regional stations
Posters	50 event posters depicting sponsor logos will be placed throughout the region
Event signage	All sponsor logos will appear on 3 sandwich board posters at event
WelcometotheRidge.com	All sponsors logos will be proudly displayed in the logo lock up linking back to the Paradisechamber.com's <u>Johnny Appleseed Days page</u> .
ParadiseChamber.com	Sponsors graphic link back to sponsor's website on <u>Johnny Appleseed Days page</u> .
Announcements	Sponsor acknowledged at bandstand a minimum of three times per day during event

Your Chamber appreciates your support and actively seeks additional opportunities to promote sponsors during and after the 2025 fest!

SPONSOR COMMITMENT

CONTACT INFORMATION

Business Name - *exactly as you would like it to appear in promotions*

Contact Name

Email Address

Telephone

Billing address

City, State, Zip

SPONSOR PACKAGES

_____ \$5,000 Golden-Delicious
_____ \$3,000 McIntosh
_____ \$1,500 Honeycrisp
_____ \$1,000 Johnny's Tent
_____ \$650 Pippin

Sponsor may provide park display banners.

**We sincerely thank you for
partnering with the Paradise
Ridge Chamber of Commerce to
sustain our enduring Johnny
Appleseed Days tradition.**

PAYMENT INFORMATION

_____ Please send an invoice
_____ I have enclosed a check made out to
Paradise Ridge Chamber of Commerce
_____ Please charge my credit card
_____ Master Card _____ Visa

Card Number

Expiration Date

Security Code

Authorized Signature

To receive full promotion, commitments must be received by August 13, 2025

