



AVOCADO & MARGARITA STREET FESTIVAL BENEFICIARY APPLICATION

September 12th, 2020 in Morro Bay, California

What is the Avocado & Margarita Street Festival?

The Avocado & Margarita Street Festival is celebration featuring the California Central Coast's love for wonderful flavors and tasty culinary dishes. Our goal has always been to shine a spotlight on our region's amazing fresh-off-the-tree variety of truly delicious California avocados...while providing you with high-quality premium margaritas, supplied by local favorites The Margarita Man and Yes! Cocktail.

Saturday's street festival features:

- Giveaway of a year's supply of avocados
- Dozens of avo-themed menu items
- Live music, contests, sombrero contests
- Kids Area
- Cornhole, Jenga, and more!

Overview

In 2019, over 12,000 people attended the event *attracting and retaining* sponsors, vendors, and out of town guests.

Marketing Campaign: The Avocado & Margarita Street Festival promotes the event on radio locally in San Luis Obispo County and in the Fresno/Bakersfield markets; in Southern California television; local print advertising; online event calendars; event posters; and regular event e-blasts.

Beneficiaries: The Avocado & Margarita Street Festival is a benefit event to support local Morro Bay non-profit organizations: Morro Bay Chamber of Commerce, Central Coast Dragon Boat Association, Partners in Equestrian Therapy, Morro Bay High School Cheerleaders and Music Boosters, Estero Bay Newcomers and Morro Bay Rotary are recent years beneficiaries.

Looking Forward

The Avocado & Margarita Street Festival achieves 30M impressions through its Marketing and Advertising campaign. We produce a memorable festival with an attractive demographic. Now we are elevating our thinking to increase our scope, reach, and impact. Engaging innovative partners and strategic decision makers will add both value and exposure that supports our organization's sustainability mission.

We are quite enthusiastic about expanding the event's reach and look forward to hearing from you to learn how to create partnerships. We look forward to speaking with you to build a package that meets your unique needs.

Contact: Kyle Beal Wommack | 805.286.1879 | info@avomargfest.com



www.avomargfest.com



AVOCADO & MARGARITA STREET FESTIVAL BENEFICIARY APPLICATION

Please complete the application and submit by April 24th to Kyle Beal Wommack at info@avomargfest.com.

The Avocado & Margarita Street Festival is a benefit event for the Morro Bay Chamber of Commerce. In addition to raising funds to support commerce in our City, the event also supports numerous other non-profits in the community. Past beneficiaries have been Morro Bay Aquatics, Morro Bay High School Cheerleaders and Music Boosters, Estero Bay Newcomers and Morro Bay Rotary.

It takes an enormous amount of time and energy from our Chamber and Committee and we rely on our beneficiary organizations to lend support the days of and promotional help leading up to the event. The more guests, the more funds for our entire community! We pride ourselves in supporting our community and look forward to hearing about your non-profit and interest in our event.

Timeline

- Applications Due April 24th
- Presentation to the Committee in May
- Beneficiaries Notified by June
- Beneficiary Contracts Signed by June

Gold Beneficiary **\$5,000**

In exchange for \$5,000, the beneficiary will:

- Hang 200 posters in pre-designated SLO County communities
- Provide 2 dedicated e-blast to their list about the event driving ticket purchase & participation
- Provide 5 social media posts (if social media applicable)
- Provide 30 volunteer hours (for 5 hours each) on Friday, September 11th
- Provide 300 volunteer hours (for 5 hours each) on Saturday, September 12th

Silver Beneficiary **\$2,000**

In exchange for \$2,000, the beneficiary will:

- Hang 100 posters in pre-designated SLO County communities
- Provide 1 dedicated e-blast to their list about the event driving ticket purchase & participation
- Provide 2 social media posts (if social media applicable)
- Provide 10 volunteer hours (for 5 hours each) on Friday, September 11th
- Provide 140 volunteer hours (for 5 hours each) on Saturday, September 12th

Bronze Beneficiary **\$500**

In exchange for \$500, the beneficiary will:

- Hang 50 posters in pre-designated SLO County communities
- Provide 1 dedicated e-blast to their list about the event driving ticket purchase & participation
- Provide 45 volunteer hours (for 5 hours each) on Saturday, September 12th

** If the actual number of days of volunteers fall below what is contracted, the payment will be based on the actual number of volunteers that worked their shift.*



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Organization Name: _____ Tax Id: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____

Organization Mission & Purpose:

Website: _____ Facebook: _____

of Names in Database: _____ # of Members (if applicable): _____

of Day of Volunteers You Expect to Provide: _____

Tell us what funds raised at the Avocado & Margarita Festival would be used for:

Please tell us anything else you think we should know about your organization, project, and/or volunteers:

Please complete the application and submit by April 24th to Kyle Beal Wommack at info@avomargfest.com. Following submission, you may be asked to present to our committee an overview of your non-profit and the project you hope to be funded through participation in the event.