



Sponsored by the City of Tustin

www.tustinchilicookoff.com

Sunday, June 2, 2019

Sponsorship Prospectus



Event Summary

35th Annual Tustin Street Fair & Chili Cook-Off

DATE: Sunday, June 2, 2019

TIME: 11:00 AM to 6:00 PM

LOCATION: The City of Tustin is centrally located in Orange County near the intersection of Interstate I-5 and the 55 Freeways. The event location is Old Town Tustin between First & Sixth Street on El Camino Real.



DEMOGRAPHICS: Tustin has a growing culturally diverse population. Attendance for this event is over 37,000. Our attendees are mostly married, college graduates 28 to 50 years old.

PRESENTED BY: City of Tustin Parks & Recreation Department and the Tustin Street Fair & Chili Cook-Off Steering Committee.

COST: FREE to the Public

ATTRACTIONS: The quaint streets of Old Town Tustin come alive with a variety of exhibitors featuring crafters, community organizations, food and chili vendors, and craft beer and wine gardens. Live music and contests are featured on three stages and there is a Family Fun Zone with kids games, bounce houses, and entertainment.

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Why sponsor the top event in Orange County?

AN EVENT WITH FLAIR

For over 30 years, thousands of people converge on Old Town Tustin the first Sunday in June stretching for blocks on El Camino Real from First to Sixth Street. The streets are filled with fascinating sights, sounds, and the enticing smell of food. Exhibitors, crafters, local organizations, and restaurants take part in this one-day celebration. Fifty of the best chili cooks vie for the first place trophy so they can move on to the world Chili Cook-Off sponsored by the International Chili Society.



WE'VE RECEIVED NATIONAL RECOGNITION

The Tustin Street Fair & Chili Cook-Off is the largest free one-day Chili Cook-Off and street fair in Orange County. It has been recognized by the International Chili Society as the largest one-day Chili Cook-Off in the world.



WE HAVE A SOLID MISSION

The purpose of the event is to bring fun and energy to Old Town Tustin and to raise money for local non-profit organizations.

The Tustin Street Fair and Chili Cook-Off depends on corporate contributions to maintain the quality and diversity of the event, while keeping the event FREE to the public. For this reason, the Tustin Street Fair and Chili Cook-Off is proud to assist in making the community a better place to live, work, and have fun.



Community Fun

ENTERTAINMENT WITH A BUZZ

The entertainment schedule features different local and regional acts from folk to rock. Also included in the mix are contests featuring a kids watermelon eating contest, chili pepper eating, and beer stein holding contest, to name a few.



OUR COMMUNITY VOLUNTEER SUPPORT IS OUTSTANDING

One of the most important elements in the success of the Tustin Street Fair & Chili Cook-Off has been the support from the community. The event staff are seasoned volunteers that work year-round to ensure everything runs smoothly. Because the Tustin Street Fair & Chili Cook-Off is a gift to the community, it further relies on the generous contributions by many of the area's leading corporations.

We give back! The committee prides itself in donating proceeds from the event to local non-profit organizations whose members volunteer during the event.





Sponsorship Benefits

INVESTMENT OPPORTUNITIES



With year-round marketing and attendance in the thousands, the Tustin Street Fair & Chili Cook-Off offers a range of sponsorship opportunities to meet your company's marketing goals with unique and affordable advertising. Networking with local elected and appointed officials, local businesses, and service clubs is an added opportunity for exposure.

MARKETING HIGHLIGHTS

Depending upon your sponsorship level, you will receive advertising benefits through different avenues, which may include:

- Company exposure in high traffic locations prior to and during the event
- Use of event logo in product promotion
- High visibility signage through print promotion (flyers, street posters, banners)
- Radio spots
- Event program guide
- Hyperlinks on event web site
- On-site recognition (stage announcements)
- Social media posts

FOR MORE INFORMATION

For more information, contact Robert Espinosa at (714) 573-3321 or email respinosa@tustinca.org.

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