



## The Event

The Fall City Apple Festival has been celebrating the bounty of the Snoqualmie Valley apple harvest for the past nine years with a family-oriented festival that is a fundraiser for the non-profit NWNHC Family Fund. Festival attendees participate in the following activities:

- Turn fresh apples into delicious raw cider
- Try and purchase tasty apple desserts, jellies, and pies
- Enjoy a horse ride and other kids activities
- Relax in the hard cider tasting garden
- Enjoy live music
- Visit the vendor booths
- Savor the food truck offerings
- Bake a pie for the Apple Pie Contest
- Vote for the “Festival Favorite “in the Apple Festival Hard Cider Contest

Apple Festival Attendance: 2,500 (2023)  
3,000 (estimated 2024)

Website: <https://nwnhcfamilyfund.org/service/fall-city-apple-festival-2>

Social Media: Facebook <https://www.facebook.com/fallcityapplefestival>

Instagram [https://www.instagram.com/fall\\_city\\_apple\\_festival](https://www.instagram.com/fall_city_apple_festival)

## The Cause:

### Warrior Family Retreats

Every year more than 60,000 military personnel are deployed overseas. Many of these warriors are dads and moms who leave behind their spouse and children for up to twelve months at a time, over and over again. These military families also experience additional challenges with food insecurity, affordable housing, spouse employment and child mental health. Through the NWNHC Family Fund’s Warrior Family Retreats, these families who are struggling with the challenges of military life and the effects of war, are brought together for healing time with horses and to build family bonds and memories that will last a lifetime.



### Summer Camp Scholarships

The summer camp experience is a lifetime memory and often a life-changing activity for our children. Going to camp builds a social network, creates a sense of belonging, teaches important life skills, and generates feelings of belonging and self-worth. Unfortunately, families in the Snoqualmie Valley who are facing single parenthood, job layoff, under employment or homelessness have to say, “sorry we can’t afford it” to their horse crazy child’s request to go to horse camp or take riding lessons. This can be devastating to the child. Every year the Family Fund helps those struggling parents say “yes.” with scholarships to attend horse camp or subsidize horse lessons.

Your sponsorship of the Fall City Apple Festival supports and thanks our military families for their service and allows children of families-in-need to have their dreams come true, while you get an excellent communications opportunity to reach families here in the Snoqualmie Valley and Eastside.

## The Festival Target Audience:

Snoqualmie Valley/Eastside Families

*(Sammamish, Redmond, Issaquah, Snoqualmie, Fall City, Carnation, North Bend)*

The primary audience and attendees of the Fall City Apple Festival come from the neighboring communities of Fall City, Wash. These communities have a higher-than-average household income and are younger with children.

Population: 202,650

Avg. Age: 38

(26% are under 18 years of age)

Family Status: 85% Married

Avg. Income: \$136,688

## Sponsorship Levels

The following annual sponsorship packages are suggested levels of partnership with the NWNHC Family Fund through the Fall City Apple Festival. Our goal is to develop a program that works best for your marketing efforts, community support goals and budget. Let's talk.

### Activity Sponsorships

Vendor Booth	\$100 (10 x 10)
Apple Pie Contest	\$250 (2 available)
Hard Cider Contest	\$250 (2 available)
Volunteer T-Shirts	\$250
Kids Activity Area	\$550 (2 available)
Cider Barn	\$500
Pony Rides	\$750 (2 available)
Musical Stage	\$1,000
Cider Garden	\$2,000

### Event Sponsorships

#### Community Supporter (3 available)

\$1,500 – \$2,500

Your donation will provide support for the Fall City Apple Festival and the programs of the NWNHC Family Fund. A portion will be used to facilitate promotional needs, assist with logistical/facility requirements, purchase of products for resale, and professional services (if necessary) for the Festival.

#### Your Commitment:

- Provide a cash donation to support event expenses and professional services and/or a combination of cash (minimum \$1,000) and services.
- Promote the event and the NWNHC Family Fund in your traditional and online marketing efforts at least four times during the sponsorship period.

**Our Commitment:**

- Your business logo will be featured as a link on the event webpage.
- You will receive exclusive Facebook and Instagram posts noting your participation.
- Hash tags to your business will be included in at least ten Family Fund social media posts.
- You will be listed as a Community Supporter on the Festival poster and volunteer t-shirt.
- We will provide space for a 10x10 booth in the Vendor Orchard.
- Additional considerations will be available depending on donation level.

**Apple Festival Sponsor (Exclusive)****\$10,000**

Your donation will provide support for the Fall City Apple Festival and the programs of the NWNHC Family Fund. A portion will be used to facilitate promotional needs, assist with logistical/facility requirements, purchase of products for resale, and professional services (if necessary) for the Festival.

**Your Commitment:**

- Provide a cash donation to support event expenses and professional services and/or a combination of cash (minimum \$3,000) and services.
- Promote the Fall City Apple Festival and the NWNHC Family Fund in your traditional and online marketing efforts at least four times in the month preceding the event.

**Our Commitment:**

- Your business logo will be featured prominently as a link on the event webpage.
- You will receive exclusive Facebook and Instagram posts noting your participation.
- Hash tags to your business will be included in all Apple Festival social media posts
- Your logo will be included on event flyers, posters, the volunteer t-shirts, and a road banner across WA-202 in downtown Fall City.
- We will provide space for a 10x20 informational booth in the Vendor Orchard or for a sponsored activity at the Festival.
- You will also receive recognition, marketing opportunities, and promotional considerations with the military families attending/interested in the Warrior Family Retreats.

Contact us to discuss how we can work together to support the families in our community and enhance your business efforts.

NWNHC Family Fund  
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425-222-3623

*The NWNHC Family Fund is a non-profit, all-volunteer 501(c)(3) corporation. Your contributions may be tax deductible.*

*EIN 45-4536229*

