



# SPONSORSHIP OPPORTUNITIES

Since 2109, SoNo Fest & Chili Cook-Off has grown into a SoCal not-to-be-missed event! It attracts over twenty thousand people from all over San Diego and beyond, receives coverage from dozens of local and state-wide press outlets each year, and is regularly featured in high profile event calendars and television segments. Featuring 30+ top San Diego restaurants competing for bragging rights in the legendary Chili Cook-Off, hand-made San Diego Ceramic Connection signature bowls, over 20 breweries, cideries, distilleries and wineries in the Booze Garden, live music from local bands on 2 stages all day, 30 handmade vendors, food trucks and more, SoNo Fest is an all-ages, one-of-a-kind event that patrons look forward to each year!

2023 and 2024 were SoNo Fest's biggest years-to-date. In 2025, we are building off that momentum with a celebration of everything we love: chili, music, and small business. The heart of this event is rooted in the San Diego community, and your support as a sponsor will link you to these patrons, other business and individual supporters, and a dynamic school circle.

SoNo Fest donates 100% of proceeds to make it possible for all 600+ students at McKinley Elementary School in North Park to experience a full art program, STEM, dance, language, theater, and more. These programs are not funded by the district, and without the support of our generous sponsors and the rest of our SoNo Fest community, would not be available to our students. We are excited to invite you into the SoNo Fest family!

2024

**SoNo Fest &  
Chili Cook-off**

11am – 5pm

**Sunday,  
Dec. 7, 2025**

Contact

**Sarah Latimer, Co- Chair**  
info@sonofestchilicookoff.com



# SPONSORSHIP BREAKDOWN



## Community Sponsor

\$550

- Logo and website link on SoNo Fest website, company info in McKinley newsletter and McKinley website
- 2x chili tasting passes
- Social Media shout out 1x FB, 1x IG

## Neighbor- Silver Sponsor

\$1,200

All benefits of Community, plus:

- Business banner hung in premiere location at McKinley Elementary
- Social Media shoutout 2x FB, 2x IG

## Best Friend- Gold Sponsor

\$3,000

All benefits of Neighbor, plus:

- Logo on event postcards, posters, and banners
- 10x10 Individual sponsor booth at event
- 1 post per month for 2 months (after event date) on FB, IG SoNo Social Media Sites

## Benefactor- Platinum Sponsor **limited available!**

\$5,000

All benefits of Best Friend, plus:

- Company mention in widely distributed event press release
- Media coverage opportunities, including TV
- Logo on tasting pass (5,000 printed)
- Company banner hung at main intersection of event, day-of
- Individualized event day photography specific to your company
- 5x additional chili tasting passes, commemorative mugs & metal Booze Garden Cups (5 total of each)
- One post per month for 6 months (after event date) on FB, IG SoNo Social Media Sites

\$1,000

**Benefactor option: Business logo on SoNo Chili tasting mug or Booze Garden Metal Cups(deadline Oct 1st)**

## Specialty Sponsorship

\$2,500

- Logo on SoNo Chili Tasting Mug or Booze Garden Metal Cup plus all benefits of Neighbor sponsorship package

# CURRENT SPONSORSHIP



Community Sponsor

\$550



Neighbor- Silver Sponsor

\$1,200



Best Friend- Gold Sponsor

\$3,000



Benefactor- Platinum Sponsor **limited available!**

\$5,000



Specialty Sponsorship

\$2,500





# AREA SPONSORS

2 Sponsors per Area

1 Sponsor per Stage



**2** **BOOZE GARDEN  
SPONSOR:**  
**\$2,000**

**1** **STAGE ONE:  
THORN AND  
BANCROFT:**  
**\$3,000**



**2** **KIDS' ZONE:  
32ND ST., THORN  
TO UPAS:**  
**\$2,000**

**1** **STAGE TWO:  
BOOZE GARDEN,  
THORN & 31ST:**  
**\$3,000**

## AREA SPONSORS RECEIVE

All benefits of Neighbor, plus:

- Company logo on all promotional material that features map, including event poster **\*see print deadline**
- Stage sponsors: banner on stage, marketing material, your logo on music schedule at designated stage
- Booze Garden and Kids' Zone sponsors: company 10x10 canopy, one table, two chairs in your sponsored area
- All area sponsors: company announcements to be made by Stage Emcees on designated stages

*\*Print deadline for marketing materials vary \*\*Pricing based on attendance and audience concentration.  
Sponsor amounts here are paid to McKinley Foundation in exchange for company promotion.*

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info@sonofestchilicookoff.com

# AGREEMENT



## Sponsor Info

Sponsor Name

Contact Name

Title

Phone

Email

## Select One

Community  
\$600

Neighbor -  
Silver  
\$1,250

Best Friend -  
Gold  
\$3,000

Benefactor -  
Platinum  
\$5,000

Booze  
Garden  
\$2,000

Stage One  
\$3,000

Stage Two  
\$3,000

Kids Area  
\$2,000

## Add-Ons

Benefactor  
add-on  
MUG  
\$1,000

Benefactor  
add-on  
CUP  
\$1,000

Specialty-  
SoNo Tasting  
Mug \$2,500

Specialty-  
SoNo Metal  
Booze Cup  
\$2,500

Make Payable to: McKinley Foundation.

Mail to: McKinley Elementary School, Attention: SoNo Fest  
3045 Felton Street, San Diego, CA 92104

2024

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# SIGNATURE & AGREEMENT



## AGREEMENT

SoNo Fest is a division of The McKinley Foundation, a not-for-profit organization engaged in raising money to provide students at McKinley Elementary a full art program, gardening, dance, language, theater, IB programming and more. Your Company is a company whose services are lawfully marketed in the State of California.

## SECTION I: PERIOD OF THIS AGREEMENT

This agreement covers a sponsorship by Your Company in conjunction with the 2023 SoNo Fest & Chili Cook-Off. The 2023 event will take place from 11 AM to 5 PM, Sunday, December 8, 2024; this agreement covers off-site pre-event and on-site benefits through this package. This agreement shall be in place through the end date of the event described herein, Sunday, December 8, 2024 unless otherwise specified.

## SECTION II: TERMS OF THIS AGREEMENT:

There will be no refund in the cause of inclement weather, acts of nature, acts of terrorism, forfeiture or by restrictions by government agencies to amend or cancel the event, including covid restrictions, over which the McKinley Foundation has no control.

## SECTION III: SONO FEST WILL PROVIDE YOUR COMPANY WITH:

Details indicated on the sponsorship description page.

## SECTION IV: YOUR COMPANY WILL PROVIDE THE FOLLOWING:

Please provide payment of sponsorship amount to secure a position in the 2024 SoNo Fest & Chili Cook-Off. Payment must be received by the McKinley Foundation no later than three weeks from the date this agreement is signed. Print deadlines for various sponsorships will be presented to you.

Agreement with these Terms & Conditions is indicated by the signatures below:

Sign here

**Sponsor Signature:**

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**Date:**

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**SoNo Fest 2025 Co-Chairperson Signature:**

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**Date:**

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Make Payable to: McKinley Foundation.  
Mail to: McKinley Elementary School, Attention: SoNo Fest  
3045 Felton Street, San Diego, CA 92104







# PAST SPONSORS

Just a handful of our wonderful past sponsors.



Studio  
Down South°

*Milberg Orthodontics*