

2026 SPONSORSHIP OPPORTUNITIES



3RD ANNUAL CENTRAL VALLEY WATERMELON TASTING

Fun for the whole family!

PRESENTED BY:

Sherman Produce Market
and Farms to Grow, Inc.



LOCATION:
Sherman Produce Market
1062 Martin Ave., Fresno, CA

THURSDAY

July 16th
6 pm – 8:30 pm

VIP
Pre-Tasting

An exclusive evening where prominent officials, business owners, and community partners enjoy live music, sample the full range of melon varieties, and meet the farmers behind the harvest.

SATURDAY

July 18th
9 am – 3 pm

Community
Tasting

A vibrant community festival for attendees of all ages, with tastings of seeded and seedless melons, red and yellow flesh, sweet, juicy, and delicious, alongside local vendors and fun children's activities.

ShermanFamilyProduce.com

ATTENDEES BY THE NUMBERS

1st Year 500+

200%
increase

2nd Year 1,500+

GENDER

25% Men

75% Women



AGE

10% Youth

90% Adults



MARITAL STATUS

Marital - 60%

Single - 40%



ETHNICITY

African American - 60%

Caucasian - 25%

Latino American - 10%

Asian American - 5%



EDUCATION

College Degree - 35%

JC or Trade School - 45%

HS Diploma - 20%

INCOME

\$150,000 + Annually: 20%

\$61,000 - \$149,000 Annually: 45%

\$60,000 or less Annually: 35%

RESIDENCE

65% Fresno County

35% Other

Kern County,
Alameda County,
Madera County,
Merced County,
LA County,
Modesto County
Sacramento County,
San Francisco



SCHEDULE OF EVENTS

LOCATION:
Sherman Produce Market
1062 Martin Ave., Fresno, CA

| Thursday, July 16 th | Saturday, July 18 th |
|----------------------------------|---|
| 6:00 pm – 8:30 pm VIP Tasting | 9:00 am – 11:30 am Watermelon Tasting |
| | Noon Watermelon Eating Contest |
| | 1:00 pm – 3:00 pm Watermelon Tasting |
| | 9:00 am – 2:00 pm Face Painting |
| | 10:00 am – 2:00 pm Childrens' Play Zone |
| | Live Performances, Food Trucks, and Vendors |



OUTREACH & MARKETING

2025 Media Coverage



2025 Sponsors



ShermanFamilyProduce.com



SPONSORSHIP LEVELS

Pre-Tasting-Thurs, July 16th

Main Event-Sat, July 18th

Presenting Sponsor

Exclusive Event Partner

\$10,000+

- Prominent logo placement on the website, event signage, materials, and social media promotions.
- Exclusive speaking opportunities during the event opening or closing.
- Premium booth space, additional banner placement, and option for giveaway swag.
- Feature in press releases and local media promotions.
- Six tickets to the VIP Tasting.

Community Sponsor

Major Event Supporter

\$5,000–\$9,999

- Logo featured on event signage and promotional materials.
- Acknowledgment in social media, press, and event materials.
- Booth space to engage with attendees and showcase your brand.
- Four tickets to the VIP Tasting

Friend of the Farmers

Supporting Local Agriculture

\$500–\$2,499

- Logo featured on event signage and promotional materials.
- Booth space included.
- Shoutout during the event and recognition in post-event social media.
- Option to contribute giveaway branded swag for attendees.
- Two tickets to the VIP Tasting

Community Support

\$200–\$499

- Logo featured on event signage and promotional materials.
- Acknowledgment in social media, press, and event materials.
- Booth space to engage with attendees and showcase your brand.
- One ticket to the VIP Tasting



OUR STORY

In 2023, Donald Sherman of **Sherman Produce Market** in Fresno reached out to Elaine Smith, Executive Director of **Farms to Grow, Inc.**, (a nonprofit providing technical assistance to Black farmers and other BIPOC farmers, ranchers, and veterans) to explore a partnership to launch the Central Valley Watermelon Tasting.



The mission is to amplify agriculture, farmers, career pathways, showcase red and yellow seeded watermelons along with a range of specialty melons grown by the Sherman Family and celebrate community.

The inaugural Central Valley Watermelon Tasting featured 11 melon varieties and welcomed more than 500 attendees. In its second year, the event tripled in size, drawing over 1,500 visitors from nine counties. What began as a local idea has quickly become a celebrated regional tradition, culminating in a proclamation from the Mayor of Fresno declaring the third Saturday of July as Official Central Valley Watermelon Tasting Day. The Central Valley Watermelon Tasting is a family friendly celebration featuring agriculture demonstrations, drones, local businesses, career pathways in agriculture, and sweet, juicy melons.

THURSDAY — Pre-Tasting, Thursday evening features an exclusive VIP tasting where prominent officials, business owners, and community partners enjoy live music, sample the full range of melon varieties, and meet the farmers behind the harvest.

SATURDAY — During the Main Event attendees will experience a vibrant family friendly festival with tastings of seeded and seedless melons, watermelon eating





LET'S CELEBRATE AND BUILD COMMUNITY

Contact Us to Get Started

Farms to Grow, Inc.
P.O. Box 10504
Oakland, CA
Contact: Elaine Smith
Ph: 510-379-8600
marketing@farmstogrow.com
farmstogrow.org
Tax ID# 51-0524273

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www.shermanfamilyproduce.com