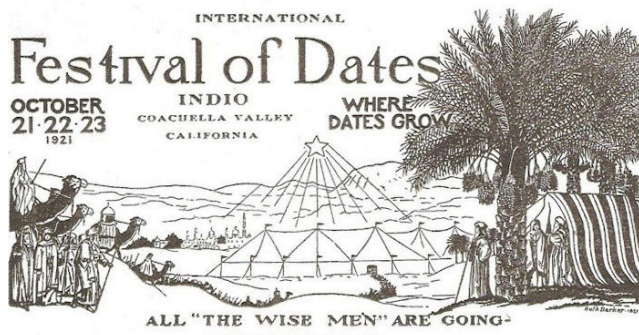




THEN



The Fair started as a festival to celebrate the end of the annual date harvest in the desert region, the major commercial date-producing area in the Western Hemisphere. Dates were an unknown commodity in the desert until 1903 when date palms were transplanted there from Algeria. By the early 1920s dates became a major crop for the area. Date groves in the Coachella Valley also became tourist attractions.

With the popularity of the date gardens the idea was planted for the first Date Festival in 1921 to be held in Indio's city park. A

second festival was held the following year. Some 16 years later a third Date Festival was held, this time under the name of the Riverside County Fair and the Coachella Valley Date Festival. The Indio Civic Club, under contract from the County Board of Supervisors, sponsored the event.

NOW



Held between February 15 and 24, this was the festival's 73rd year. Although dates are no longer the highlight, and the fair positions itself like any other county fair with carnival rides, livestock exhibits, and musical entertainment, the festival still incorporates curiously "Arabic" elements, which feel out of place in a region that is 71 percent Hispanic and 25 percent white, with a Muslim population in the mere hundreds.

Atlas Obscura - "Before the Music Festival..." April 16, 2019

- One date vendor
- Two date displays
- Limited grower integration
- Limited date usage and variety in food vendors

WWW.DATEHARVESTFEST.COM



LOS LONELY BOYS



AARTI SEQUEIRA

NOV 9, 2019

RANCHO LAS FLORES
EVENT VENUE
COACHELLA, CA



LOCAL DATES FROM LOCAL FARMS
ARTISAN FOOD TENT & GOURMET FOODTRUCKS
CRAFT BEER & ROSE CART
MAIN STAGE ENTERTAINMENT
VETERAN'S RESOURCES BY MISSION VET

SPICY PIE • DAD'S BBQ • SPIN-SPUN ARTISAN COTTON CANDY • BULGOGI GRILL TRUCK • SAMMY'S
PLACE • NEW LEAF CATERING • MASON'S DEN • LOS REMEDIOS • DELMYS PUPUSAS • LA DONUT •
LA STREET KITCHEN • ROSE ON TAP



TIX ON SALE NOW
#WEAREDATEHARVESTFEST



NOV 9, 2019

RANCHO LAS FLORES - COACHELLA, CA

#FOODFESTIVALS #WEAREDATEHARVESTFEST

TIX ON SALE NOW

WWW.DATEHARVESTFEST.COM



LOS LONELY BOYS



AARTI SEQUEIRA



NOV 9, 2019

RANCHO LAS FLORES EVENT VENUE, COACHELLA

#WEAREDATEHARVESTFEST
#DATESAREGREAT
#FOODFESTIVALS

TIX ON SALE NOW
WWW.DATEHARVESTFEST.COM



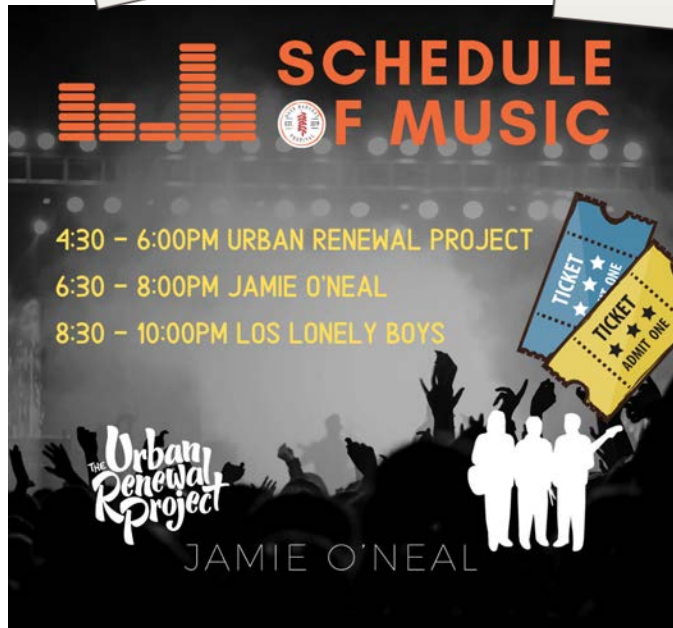
LOS LONELY BOYS

For the Community

A background image showing a man with a beard and sunglasses on the left, and a woman with a colorful bow in her hair on the right. They are both holding clear plastic cups with drinks. The scene is outdoors at sunset or sunrise, with warm, golden light and blurred festival structures in the background.

- Culinary Tent with Food Vendors each highlighting a date dish
- Beer, Wine and Spirits
- Food trucks
- Main Stage with music acts
- Petting Zoo and Kids Zone
- Local craft vendors
- Chef's Tent with Live Culinary Demos

The Entertainment





For the Industry

- Date Commission Corner
- Local and State Agriculture (USDA, FDA, CDFA, PACA)
- Industry Networking Groups (Women in Ag, Growing CV)
- Meet the packers
- Meet the growers

Site Plan



VIP Tents and Parking
Artisan Food Tent
Main Stage with Grass Seating
Date Tasting and Sales from Local Date farms
Coachella Valley History Museum Date Display

Veteran's Services Area

Mission Veteran is a non-profit created by Veterans who understand the barriers Veterans face when dealing with service related trauma, transitional obstacles and common stressors. With over half a decade of experience working with Veterans in mental health the staff has gained an in depth understanding of services, benefits and care that can make all the difference.

- Mission Vet Music Program
- Veteran Services from the VA
- Disabled Vets of America
- Coachella Valley Horse Rescue



Sponsors and Partners



Booth Mockup



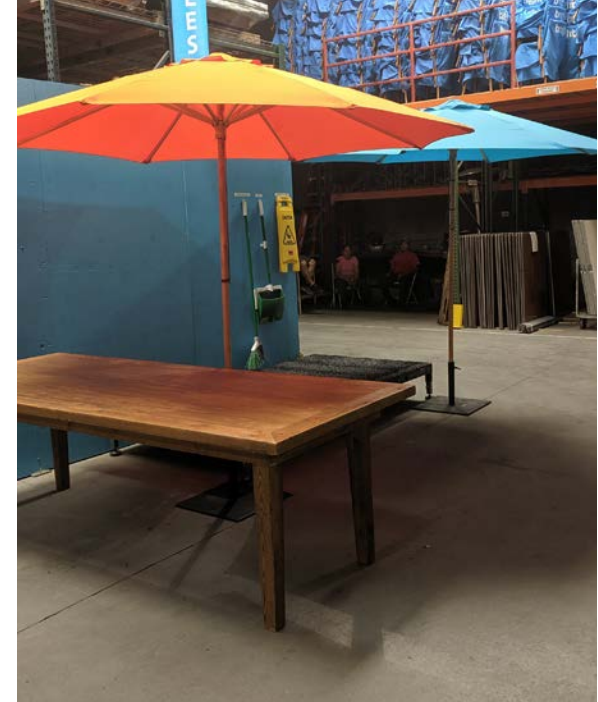
DATE VENDORS



FOOD VENDORS



MERCH AND OPEN



LOUNGE AREAS

Harvest Dinner

Coachella Library and Lawn

\$150/ticket

\$1000/table

250 seats only

All proceeds go to **FIND FOOD BANK**
THE DESERT'S REGIONAL FOOD BANK



City of Coachella Partnership

- Progressive City partner with experience in large scale events
- Permit fast tracking
- “Coachella” is synonymous with festival branding and provides additional draw for out of Valley attendance
- Solid Social Media 7000+ person following and co-branded marketing support
- Ample parking
- The strength of a city partner to event growth
- Permanent and Semi-permanent signage on site



Date Harvest Fest

Social Media

Instagram

Search



dateharvestfest

Edit Profile

86 posts 534 followers 711 following

Date Harvest Fest LLC

A one day artisan food & music festival celebrating the Coachella Valley's date industry brought to you by the California Date Commission
dateharvestfest.com/buy-tickets



Our friends



The Festival



Date recipes

POSTS

IGTV

SAVED

TAGGED



Facebook Metrics

Page Summary Last 28 days

Export Data

Results from Aug 18, 2019 - Sep 14, 2019

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

August 18 - September 14

25

Total Actions on Page ▲ 525%



Page Views

August 18 - September 14

897

Total Page Views ▲ 269%



Page Previews

August 18 - September 14

65

Page Previews ▲ 491%



Page Likes

August 18 - September 14

134

Page Likes ▲ 127%



Post Reach

August 18 - September 14

56,047

People Reached ▲ 2613%



Story Reach

August 18 - September 14

Get Story Insights

See stats on how your Page's story is performing.

Learn More

Recommendations

August 18 - September 14



We have insufficient data to show for the selected time period.

Post Engagements

August 18 - September 14

4,467

Post Engagement ▲ 438%



Videos

August 18 - September 14

625

3-Second Video Views ▲ 1424%



The goals of Date Harvest Festival's social media:

- promote the event
- promote all vendors, partners and sponsors once committed
- share interesting information on the date industry
- #communityovercompetition is KEY to the social media strategy

Join us in the next great Coachella Valley Festival

