



THE 2ND ANNUAL
DATE HARVEST FESTIVAL
NOVEMBER 14, 2020



HOSTED BY THE CITY OF COACHELLA



2019 EVENT HIGHLIGHTS

The **first annual** Date Harvest Festival was held at the beautiful Rancho Las Flores Event Venue in Coachella, CA.

Date Industry Highlights

- Over \$10,000 in date sales
- 19 date varieties sampled and sold
- Unique food and beverage offerings
- Opportunity for consumers to meet the farmers



Foodie Highlights

- Food Network Stars
- Top of the line culinary demos
- Local culinary talent

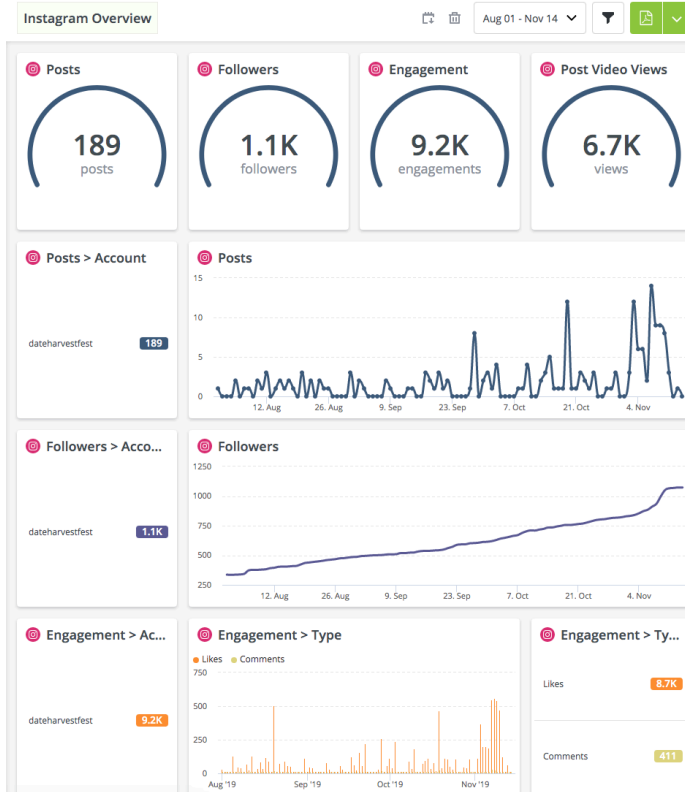
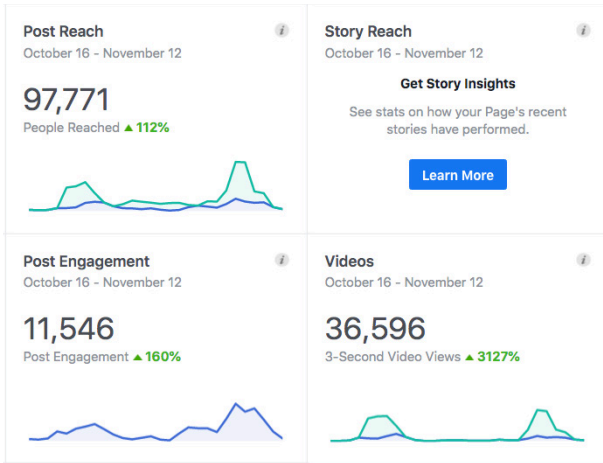


Ag Community Highlights

- Local produce used in culinary offerings
- Community had a chance to experience the East Valley in a new way



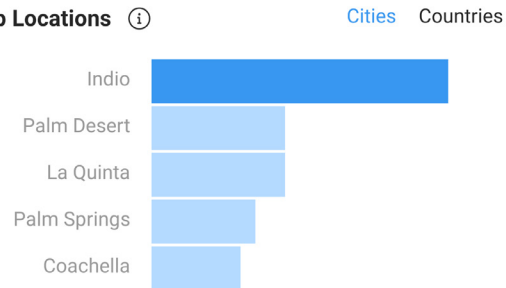
WHO DID WE REACH?



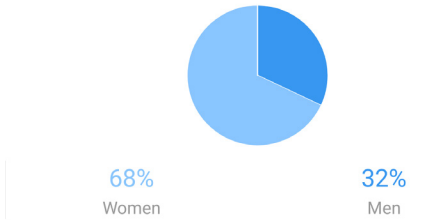
DEMOGRAPHICS

CONTENT ACTIVITY **AUDIENCE**

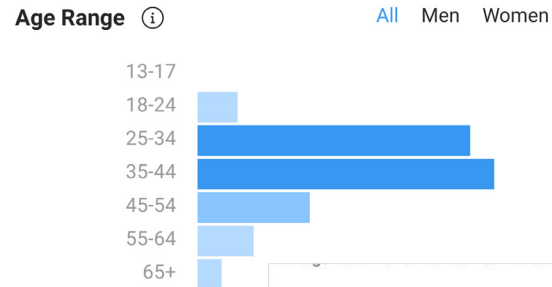
Top Locations ⁱ



Gender ⁱ



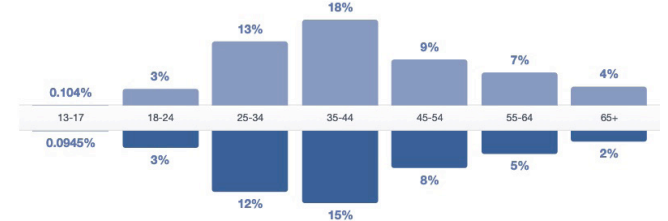
Age Range ⁱ



Women

54% People Reached

45% People Reached



Country	People Reached	City	People Reached	Language	People Reached
United States of America	9,971	Indio, CA	2,472	English (US)	7,529
Mexico	293	Coachella, CA	1,486	Spanish	2,432
Canada	44	Cathedral City, CA	585	Spanish (Spain)	260
Morocco	25	El Centro, CA	525	English (UK)	190
Tunisia	24	La Quinta, CA	460	French (France)	50

WHO DID WE REACH?



Trina Gonzales-Alesi Amazing community event for the #EastValley

Love · Reply · Message · 2d



Saralyn Delk Trina, the WHOLE Valley benefited.

Like · Reply · Message · 2d



Kim Raciti Weider What a beautiful venue.

Like · Reply · Message · 2d



John Preston Great event! My family and friends had a lot of fun. Looking forward to next one

Like · Reply · Message · 3d



Rosemary L. Valdez Having the best time!!!



Like · Reply · Message · 4d



Congressman Raul Ruiz, MD is at Rancho Las Flores Park.

November 9 at 3:15 PM · Coachella · 🌐

Come out to the Date Harvest Festival in my hometown of Coachella! There's still time to enjoy some great music, food, and beverages!

Date Harvest Festival



Aaron Segal Loved everything about the festival. Looking forward to next year.



Suzanne Kestell Great event! We hope to be more involved next year!
KESTELL FAMILY FARM

Like · Reply · Message · 3d



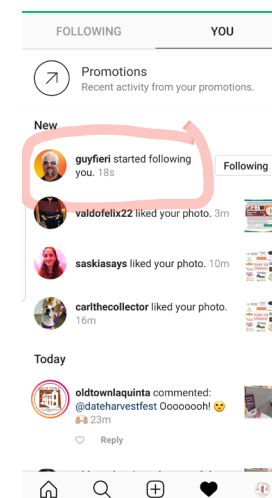
Javier Toros This was a lovely family friendly event. The music was just fantastic, and the food from Street Kitchen was such a delicacy! I can't wait for next year's event!

Like · Reply · Message · 3d



Trina Gonzales-Alesi Amazing community event!!
#CoachellaStrong

Like · Reply · Message · 4d



TARGET DEMO IN ATTENDANCE



THE FESTIVAL GIVES BACK



Date Harvest Fest, LLC
123 Main St
Coachella, CA

Date: DEC 3, 2019

Pay to the order of **FIND FOOD BANK** **\$3925.89**

THREE THOUSAND NINE HUNDRED TWENTY FIVE AND 89/100 Dollars

FOR YOUR CHARITABLE PARTNERSHIP IN THE FIRST ANNUAL DATE HARVEST FESTIVAL



\$40,000 in complementary tickets given to Date Industry Workers

\$12,500 in complementary tickets given to Desert Sands Educational Foundation



Over \$1000 donated to local non-profits through 50/50 ticket presales



Mission Vet spoke to over 200 family members and vets. They helped over 70 Veterans connect to local services including health care/mental health care, recreational services and benefits. They had staff on site to start filing claims through County and DAV (disabled Americans Veterans) representatives.

MEDIA AND MARKETING



ALPHAMEDIA
LIVE. LOCAL. USA

240 drive time radio spots -
3 weeks prior to festival
171,500 Impressions

Banner Ads
__ Impressions



27.4M listeners daily to
All Things Considered

f 1.2M Facebook
Impressions
i 975K Instagram
Impressions

Editorial Content

Desert Sun.

PART OF THE USA TODAY NETWORK

PALMSPRINGS LIFE

NEWS CHANNEL 3

NBC
PALM SPRINGS

DESERT LIVING

EYE ON THE DESERT

Cactus Hugs

Advertorial
20,000 Banner Impressions
5 Email Features

Billboards



560,000/week for 4 weeks
2.2M Impressions
10 freeway into Coachella Valley



50,000/week for 12 weeks
600K Impressions

Digital Billboards

16 billboards - Los Angeles Market
14 billboards - San Diego Market
Ran 9/28-11/9
4.6M Impressions

NEW FOR 2020

- Indoor Date Dealers' Pavilion - increased footprint by 400%
- Stage Direction change and open grass seating
- Upgraded Culinary demo tent footprint increased by 200%
- Expanded Kids Zone
- Wine and Coffee
- Tethered Hot Air Balloon



DATE DEALERS PAVILION



VETERAN'S RESOURCE TENT



FERRIS WHEEL



CULINARY DEMO TENT



FOOD TRUCKS



HARVEST FOOD PAVILION



STAGE

NEW CULINARY DEMO TENT

Separate, larger capacity tent
Expanded seating
New, exciting celebrity chef talent
Heightened culinary experience with larger stage, audio video displays



CONTINUED PARTNERSHIP WITH HOST CITY

Cobranded marketing

Billboards

Website

Social Media

Flyers and Rack Cards

Merchandise

Continue to highlight Host City in all marketing

Utilize DHF social media reach to promote City of Coachella as Festival Host

Strengthening relationships with ag community and the City of Coachella





IN KIND CONTRIBUTION FROM HOST CITY

Ferris Wheel

Trash and Toilets - Burrtec

Sheriff's Dept and Fire

Bicycle Racks

Dust Control for Parking Lot

Road Closure/Traffic Control

Light Towers and Generators

**DATE HARVEST FEST 2020
BRINGING THE FOCUS TO DATES**