



15th Annual Tahoe Donner FALL FESTIVAL

2026 SPONSORSHIP OPPORTUNITIES



The 15th Annual Tahoe Donner Fall Festival

Fall Festival is Truckee's premier family-friendly harvest celebration and one of Tahoe Donner's largest events of the year, with a growing participation year after year. Fall Festival is a favorite for all ages, featuring a full day of seasonal-themed events and activities. As each year gets bigger and better, you can expect familiar favorites such as:

- Face painting
- Candy apple station
- Vendor booths
- Pony rides
- Wild animal show
- Kids craft area
- Ax throwing
- Balloon animals
- Pumpkin patch/carving station
- Climbing wall and slide
- Doggie dip adventure in the Northwoods Pool

This packet provides event details and sponsorship opportunities for you and your business to consider for this family-fun event, which continues to be a Tahoe Donner favorite through the years!

EVENT DETAILS

Who: Tahoe Donner homeowners, Truckee/Tahoe residents and visitors

What: 15th Annual Fall Festival

Where: Tahoe Donner Northwoods Clubhouse

When: Saturday, Oct. 10

Tickets: Admission required, with option to purchase food, drinks + tickets to add-on activities

Promotion: Marketing launch begins in early September

*All dates, times and event activities subject to change.



TAHOE DONNER AUDIENCE OVERVIEW

A Community Like No Other

For advertisers, Tahoe Donner presents an exclusive opportunity to connect with a dynamic, engaged audience of active families, high-net-worth individuals, and outdoor enthusiasts. Our members and guests are deeply invested in enjoying the best of the Tahoe lifestyle, making your brand part of their experience in an environment where adventure, recreation, and relaxation converge.

MEMBER STATS



72%

SECOND
HOMEOWNERS

28%

FULL-TIME
RESIDENTS

Second homeowners primary residences are primarily concentrated in San Francisco Bay Area and Sacramento.



52%
MALE



48%
FEMALE

AGE PROFILE

0-6	4%
7-18	16%
19-30	13%
31-45	21%
46-64	14%
65+	32%



85.4%

HAVE A 4-YEAR
OR GRADUATE-
LEVEL DEGREE



63.5%

MEDIAN INCOME
OF \$150K OR
HIGHER



\$1,172,500

MEDIAN HOME
PRICE

INTERESTS



SKIING



BIKING



HIKING



GOLF



WATER
SPORTS



OTHER
RECREATIONAL
AND FAMILY
ACTIVITIES

VISITOR STATS

650,000 visitors annually

Passionate about outdoor recreation and nature; very tech savvy

Reside primarily in San Francisco Bay Area and Sacramento



TESTIMONIALS + STATS

"We had such a great time! The kids were entertained and so were the adults. LOVED the animal show."

"Amazing event!! So well put together. We had a blast!!"

"Fun event! Boy especially loved the bounce houses, petting zoo, jumping thing/climbing wall, and pony ride."

1k+ total attendees

52% of attendees attended the event in previous years

96% said they would attend the festival again

53% heard about the festival via email or social media (sponsors are included in both!)

Overall rating of festival experience **4.5** out of 5 stars

2025 EVENT POSTER



SPONSORSHIP PACKAGES

BRONZE SPONSORSHIP \$500

- Logo on dedicated event website landing page
- Logo included in the ticket sales announcement email to all Tahoe Donner members
 - ~20k+ subscribers, Avg. 57% OR, Avg. 3% CTR

SOCIAL

- Mention/tag in one social post or story

DAY-OF EVENT

- Logo inclusion on 24" x 36" sponsor thank you sign at event entrance
- Two event admission tickets

SILVER SPONSORSHIP \$1,250

INCLUDES THE BRONZE SPONSORSHIP PACKAGE + THESE ADDITIONAL ITEMS:

- Logo on event map + program

SOCIAL

- Mention/tag in two social posts or stories

DAY-OF EVENT

- Two 3'x 8' event banners (sponsor provided)
- Two stage mentions
- One onsite booth for marketing/sales activation
- Four event admission tickets

EXCLUSIVE GOLD SPONSORSHIP (1 AVAILABLE) \$3,000

INCLUDES THE SILVER SPONSORSHIP PACKAGE + THESE ADDITIONAL ELEMENTS:

PRINT + DIGITAL ADVERTISING

- "Featured Sponsor" logo inclusion in *Tahoe Donner News + Life* magazine event article
- Exclusive banner ad and logo included in the ticket sales announcement email to all Tahoe Donner members

SOCIAL

- Mention/tag in three social posts or stories

DAY-OF EVENT

- Logo on 250+ event pint glasses
- Logo on banners and onstage signage
- Three 3'x8' event banners (sponsor provided)
- Four stage mentions
- Six event admission tickets



ONSITE SPONSOR PLACEMENTS



SPONSORSHIP EXAMPLES

EVENT LANDING PAGE



Fall is in the Air at the 13th Annual Fall Festival

Association News, Northwoods Clubhouse, Pizza on the Hill

Sep 03

Tahoe Donner presents the 13th annual Fall Festival on Saturday, Oct. 12, 2024 at the Northwoods Clubhouse.

Come and revel in the splendor of the harvest season at Truckee's premier family-friendly autumn celebration. One of Tahoe Donner's most popular community events, Fall Festival is a favorite for all ages.

Experience familiar favorites like a bounce house, face painting and a candy apple station, and special activities like the ever-popular **Wild Things** animal show, must-see magic show, pony rides for children ages 2-6, a climbing wall and a doggie dip adventure for your four-legged friends in Northwoods Pool!

Kids who arrive in costume will receive a custom tote bag – a limited quantity is available, so arrive early!

- Explore the Pumpkin Patch
- NEW This Year – A Must-See Magic Show
- Get Creative with Arts + Crafts
- Experience the Thrill of the Climbing Wall
- Navigate the Kids' Maze
- Bounce to Your Heart's Content in the Bounce House
- Meet Fascinating Animals at the Live Animal Show
- Indulge in Sweet Treats at the Caramel Apple + Cotton Candy Station
- Dive into Fun at the Doggie Dip
- Enjoy Pony Rides, Games and So Much More!

No festival is complete without sweet treats like cotton candy, popcorn and caramel apples. For meals on the go, grab a bratwurst or hot dog to munch while you explore. Or enjoy a fresh pizza from Pizza on the Hill, open during the event.

A shuttle will run from the Trout Creek Recreation Center parking lot to the festival grounds for easy parking and access.

Tickets are available for purchase at the event – find more event information [here](#)!

THANK YOU TO OUR 2024 SPONSORS



NY Lic No 81744 | CSLB 1057756

EVENT CALENDAR PAGE



13th Annual Fall Festival

Oct 12, 2024 | Northwoods Clubhouse | 11AM-4PM

Now in its 13th year, Fall Festival is Truckee's premier family-friendly autumn celebration and one of Tahoe Donner's largest community events! Fall Festival is a favorite for all ages, featuring a full day of harvest-themed events and activities.

As each year gets bigger and better, you can expect familiar favorites like a pumpkin patch, bounce house, face painting, live animal show and special activities like a doggie dip adventure for your four-legged friends in Northwoods Pool, and NEW events like a must-see magic show and petting zoo Plus, tasty treats for the whole family.

And don't forget – there will be fun giveaways for kids who arrive in costume!

Event Schedule:
Petting zoo, bounce houses, obstacle courses, rickshaw/ampolines, crafts, doggie dip, sweet treats: 11AM-4PM
Face painters & balloon twisters: 11AM-3:30PM
Pony rides: 11AM, until they need a nap
Food + Drinks: 11AM-4PM
Animal Show #1: 11:30AM-12:15PM
Animal Show #2: 12:45PM-1:30PM
Magic Show: 3PM-3:30PM

View more event information [HERE](#).

Date: Saturday, October 12, 2024

Time: 11AM-4PM

Tickets: Available for purchase at the event

Location: Outdoors at Northwoods Clubhouse and Pizza on the Hill

1509 Northwoods Blvd.

Truckee, CA 96161



SPONSORS

Be sure to check out the fun photo booth sponsored by EastFork Roofing!



TD NEWS + LIFE MAGAZINE ARTICLE

FEATURE

AUTUMN IS IN THE AIR

WITH THE

13TH ANNUAL FALL FESTIVAL

OCTOBER 12 • 11AM-4PM
AT NORTHWOODS CLUBHOUSE

There's something special about an autumn weekend in the mountains with its crisp, cool air and bursts of warm, earthy colors on the aspen leaves. As Tahoe Donner revels in this welcoming transition from summer to winter, the Fall Festival is a community favorite to celebrate the harvest season. Don't miss this spectacular annual event with fall-inspired festivities, tasty treats, and even wet and wild fun for your furry friends.

ACTIVITIES

Immerse yourself in the beauty of nearby Bennett Flat Meadow while you enjoy fall traditions and nostalgic harvest-themed activities outside the Northwoods Clubhouse. Each year, staff continue to expand festival offerings for the Tahoe Donner Community to look forward to. Miguel Sosa, Director of Operations, shares, "It's rewarding to see how the Fall Festival continues to evolve and bring the community together year after year. Attendees grow every year, so we try to make sure to have something for all ages and interests to enjoy. There really is something for everyone, so bring the whole family down!"

As each year gets bigger and better, you can expect familiar favorites like a bounce house, face painting, pumpkin patch and a candy apple station, in addition to special events like the popular Wild Things live animal show, pony rides, a climbing wall and slides, a bungee trampoline and the doggie dip adventure for your four-legged friends in Northwoods Pool!

In addition to the festival fun, adults can enjoy family entertainment while sipping a beverage or two outside. Pizza on the Hill will also be open for the whole family to enjoy delicious pizza and Oktoberfest-style pretzels with beer cheese dip.

"Fall" into the fun with activities like:

GET INTO THE SPIRIT OF HALLOWEEN EARLY!

With Halloween just around the corner, get into the spirit early by donning your spookiest "Fall Era" wear a costume to showcase your creative creativity and add a little magic and mystery to the festival vibe.

FOOD + BEVERAGE OPTIONS

Of course, no fall festival is complete without sweet treats like cotton candy, popcorn and caramel apples! For meals on the go, grab a bratwurst or hot dog for you and the kids to munch while you explore.

Pizza on the Hill will also be open for the whole family to enjoy delicious pizza and Oktoberfest-style pretzels with beer cheese dip.

JOIN US

An admission fee is required to attend this community event. Tickets on sale now!

COST

Children under the age of 2: \$10.00
Children age 2-10: Member \$10, Public \$15
Adults 12 and over: Member \$15, Public \$20
Tickets are available for purchase on ShopTD. Be sure to secure your day of fall fun and excitement in advance. A limited number of tickets will be available at the festival; day of tickets cost an additional \$5.

THANK YOU TO OUR SPONSORS

elements mtn.co | EAST FORK ROOFING | SUMMERSSET | 75th TAHOE FOREST | 101.5

LEARN MORE AND PURCHASE TICKETS AT [TAHOEDONNER.COM/FALL-FEST](#)

ACTIVITIES GRID:

- WILD THINGS LIVE ANIMAL SHOW
- BOUNCE HOUSE + OBSTACLE COURSE
- KIDS MAZE
- FACE PAINTING
- CLIMBING WALL
- BUNGER TRAMPOLINE
- DOGGIE DIP
- CANDY APPLES + MUCH MORE!

SOCIAL MEDIA

tahoedonnerassociation

TAHOE DONNER'S FALL 2024 FESTIVAL

OCTOBER 12 • 11AM-4PM
AT NORTHWOODS CLUBHOUSE

THANK YOU TO OUR SPONSORS

elements mtn.co | EAST FORK ROOFING | SUMMERSSET | 75th TAHOE FOREST | 101.5

View insights Boost post

51 Q 1 20

Liked by elementsmtn.co and others
tahoedonnerassociation 🍂🍁 The 13th Annual Fall Festival returns on Oct. 12, and tickets are on sale now! 🍂🍁

Join us for Truckee's premier family-friendly Fall Festival returns on Oct. 12, and tickets are on sale now! 🍂🍁

Join us for Truckee's premier family-friendly autumn celebrations - a community favorite for all ages, featuring a full day of fall-themed events and activities including a pumpkin patch, face painting, wild animal show and so much more. 🍂🍁

Get your tickets now! Find event details and purchase tickets for the whole family today through the [#LinkInBio](#). And don't forget to arrive in costume! 🍂🍁

Thank you to our sponsors for making this event possible, and be sure to check out the fun photo booth sponsored by EastFork Roofing.

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SPONSOR DELIVERABLES + KEY TIMELINES

DELIVERABLES	DUE DATES
Company Logo vector files (AI or EPS ONLY) for inclusion on print and digital promotional materials	Aug. 15
600x200 ad for dedicated email (Gold sponsor only)	Aug. 15
Instagram and Facebook handle(s)	Aug. 15
25-word promotional script for stage mention(s)	Sept. 22
3'x8' banner(s)*	Sept. 22



*sponsors must pick-up banners at Tahoe Donner Member Services office 1 week after event or they will be disposed of