



PRESS RELEASE

June 1, 2016

FOR IMMEDIATE RELEASE

Contact: Glenn Salas, Recreation Manager at (760) 245-5551

Sponsors & Vendors Sought for Victorville's 15th Annual Fall Festival

Victorville, CA – The City of Victorville is seeking sponsors and vendors for its 15th Annual Fall Festival scheduled for Saturday, Oct. 1, from 10 a.m. to 4 p.m. at Victorville City Hall.

Each year, thousands of visitors attend this family-friendly street fair that features music and dance performances, food vendors, arts and crafts, merchants, and informational booths as well as a FREE KidZone.

Event sponsorships range in cost from \$200 to \$4,000 and offer a variety of benefits and publicity opportunities. Sponsor contributions will be used to assist with expenses for the Fall Festival, particularly children activities in the free KidZone.

Food and merchandise vendor spaces are available in three different packages that range in price from \$35 to \$150. Although the application deadline is Sept. 15, vendors are encouraged to submit their applications as soon as possible because spaces have sold out in years past. Spaces will be granted on a first-come-first-serve basis.

To learn more about sponsorship and vendor opportunities and to download the applications, visit the City of Victorville website at www.victorvilleca.gov (Quick Link: Fall Festival), or call the City of Victorville Community Services Department at (760) 243-1969.

Plans for this year's Fall Festival are underway, and it should be another exciting event. The main stage will once again feature well known talent including Ballet Folklorico Flores, Native American performer Eric Runningpath, Classic Rock by Impakt, plus ever popular local rockers Music Formula! New to the entertainment lineup is the indigenous American blues band The Blue Mountain Tribe.

Also new to this year's festival is the first High Desert Book Festival presented by Victor Valley Arts and Education Center. This will essentially be a "Festival within our Fall Festival" featuring local High Desert writers, presentations by guest authors, lectures about the publishing world, a children's storytelling pavilion, and books for sale.

###