



APCAL  
ROCK'N RANCH

**THE BEST OUTDOOR LIVE MUSIC  
CONCERT VENUE IN THE CENTRAL VALLEY**

2023 MEDIA KIT

**FIRST AND FOREMOST, I AM SO GLAD YOU'RE HERE!**



I'm Darren Schmall, the Owner of ApCal Rock'n Ranch. NICE TO MEET YOU!  
I can't wait to hear your vision and how you'd like to team up. I hope that we can work together, support one another, and make an impact on our local community. And, most of all, I am thankful that you saw something in APCAL that had you reach out! Now, let's get to it!

## THE APCAL STORY

ApCal has evolved over the years! What started out as a small Wine Tasting Room and Visitor Center has turned into the Best Outdoor Concert Venue in the Central Valley! From our humble beginnings on the "Patio Stage" with local bands to the big outdoor stage in the corner of the yard with LA + SF tribute bands — ApCal has always brought great music to the Central Valley!

Today, we have gone over the top! We've unveiled a 40'x40' stage and a 40'x40' dance floor, along with all the seating you need to spread your wings and social distance, regardless of how big the crowd is! We bring the BEST bands that we can find from all over California. The ApCal Rock'n Ranch is THE music destination in the Central Valley!



**APCAL ROCK'N RANCH - THE HOTTEST PLACE IN THE VALLEY**

# ABOUT APCAL

APCAL ROCK'N RANCH IS THE PLACE TO RELAX, TO HEAR LIVE MUSIC, TO DANCE, TO DRINK, TO MEET WITH FRIENDS – TO PARTY!

We treat everyone like family at ApCal (the family that you like!). We're kicked-back, relaxed, and fun! Bring a lawn chair, bring some snacks, have a drink (or ten), and relax in the tranquility of the countryside. The ApCal Rock'n Ranch is the perfect place to leave the stress behind you and enjoy an evening under the stars ... with live music, dancing and booze! What are you waiting for? Come see for yourself!

## The Music

The ApCal Rock'n Ranch offers a wide variety of music — classic rock, country, Latin, 90s, R&B, blues, soul/funk — even some comedy from time to time. Our goal is to bring the BEST entertainment that our guests want to see and hear.

## The Bar

We offer Premium California Wines, Riley's Brewing beer (exclusively, cuz it's just that damn good), and pre-mixed cocktails, plus shots of whisky, vodka, gin and tequila. Talk about getting your drink on!

## Food Trucks

At every ApCal Rock'n Ranch concert, we invite the Valley's BEST local food vendors. These hand-picked food trucks provide an array of different cuisines, styles, and flavors — and their service is second to none. Come hungry or take something for the road. You can't miss with the ApCal food truck experience.

## VIP Tables

- Table for 8 people
- Concert tickets for 8 people
- Table service from our bar
- Premium seating close to the stage and dance floor
- Access to reserved VIP porta-potties





# THE STATS

Partner with ApCal and get your brand in front of 50,000+ people\* in Fresno, Clovis, Madera and the surrounding Valley. Our audiences are 30 to 50 years old on average and have the disposable income to attend live music events and purchase food and beverages. We attract a diverse group of people week to week with our 80s and 90s rock, pop and Latin tribute bands. Partnership benefits include banner placement, a VIP table, display booth space and social media and email mentions to our highly engaged audience of over 50,000.

\*1,500+ attendees on average each week for 26 weeks, April - September.

 **43K**

Social Media Followers

 **10K**

Monthly Website Views

 **15K**

Email Subscribers

## ABOUT OUR AUDIENCE

**32k+**

Facebook Followers

**11k+**

Instagram Followers

**4.5 Stars**

Google Rating

**5k+**

Unique Monthly Visitors

## TOP BANDS FOR 2023

JOURNEY TRIBUTE

SELENA TRIBUTE

BRUNO MARS TRIBUTE

AC/DC TRIBUTE

QUEEN TRIBUTE

FOO FIGHTER TRIBUTE

STEVIE NICKS TRIBUTE

LINKIN PARK TRIBUTE

SANTANA TRIBUTE

PRINCE TRIBUTE

# PRAISE FOR APCAL ROCK'N RANCH



**worldsmoent1**

Local Guide · 29 reviews · 8 photos



★★★★★ 4 months ago

This is the best outdoor concert venue in the central valley. The atmosphere is amazing from the sound system and the state of the art lighting. You got food trucks and a huge selection of adult beverages to choose from. Not to mention you get to bring your own food of choice. Bring a chair or blanket and sit back, relax and enjoy the show. Apcal gets 🌟🌟🌟🌟 hands down.



**S Murray**

17 reviews



★★★★★ 5 years ago

Bonfire, the AC/DC tribute band was Amazing! This venue has always been synonymous with a great time! The staff is always friendly and typically the crowd is fun as well. Keep the great bands coming and I'll be there! This place rocks!



**Charlie Brown**

Local Guide · 62 reviews · 1 photo



★★★★★ 7 months ago

I love this place. It's a perfect way to spend the weekend. The cover bands are always great.



**Kathy Reyes**

1 review



★★★★★ 9 months ago

Loved the atmosphere! Just can't beat an opportunity to listen to amazing music while enjoying a lovely day. Especially with family and friends. Just such a wonderful experience.



**Roger Fitzpatrick**

Local Guide · 33 reviews · 13 photos



★★★★★ 4 years ago

This is a fun place to visit during their event season. Staff are very friendly and helpful. If your over 21, no one under 21 is allowed, (sounds amazing right parents!), like to listen to music, and need a night away to relax, want to hang out with friends, or want to have a fun date night with your significant other, then this is definitely the place to go. Guys this would also be a good first date venue!

They serve local wine and have Riley's beers on tap. And if your not sure which wine or beer you want, get yourself a taste sampler or what they have to offer. You can taste test the wines or beer. They also have food trucks there during each event.

Check out their calendar of events on Friday and Saturday nights and pick a music night you'd like to see and buy those tickets! They also have a beer festival coming up for the 2018 season. It's a lot of fun!



**Velma Lua**

Local Guide · 12 reviews



★★★★★ 4 months ago

I've attended to 2 concerts this summer. I was pleasantly surprised that both tribute concerts were really good. It's a relaxing atmosphere you can purchase there delicious pomegranate wine 🍷 or there different varieties along with beer. There's a dancing area to better enjoy the music. I would highly recommend attending there concerts for those who are curious in going. Won't be disappointed!



**Anita Rubio**

Local Guide · 175 reviews · 220 photos



★★★★★ 4 months ago

Had a great time with my guy & gente. Music was good, venue was huge, staff was very nice. We will attend functions there again.



## PRICE LIST

Check out the next couple of pages to find a full breakdown of APCAL's pricing to be featured on their online channels as well as in-person during the concerts and festivals.



All posts subject to approval and may be declined based on brand image or interest at the requested time.

All prices in this list do not include any taxes. Taxes are applied to all collections and sponsorships when goods are exchanged.

# MAIN STAGE PARTNER

**\$25,000/YEAR WITH 5 YR RENEWAL RIGHTS - VALUED AT \$101,900 PER YEAR**

- Main stage will be called the <YOUR NAME> Stage at ApCal Rock'n Ranch on the website (value = \$10,000)
- Opportunity for physical product placement next to the stage (best suited for vehicles, RVs, equipment, etc.) (value = \$5,000)
- Display two (2) 4' x 8' banners to be placed on the ApCal Ticket booth (banners to be supplied by Sponsor) (value \$1,000)
- PLUS one 3' x 6' banner on the ApCal Concert Grounds Entrance - hangs right below the ApCal Rock n' Ranch archway sign (supplied by Sponsor) (value \$500)
- PLUS two (2) 4' x 8' banners on the ApCal stage (supplied by Sponsor) (value \$1,000)
- One VIP table and tickets for any 8 people you choose for ALL concerts (value  $\$450 \times 26 = \$11,700$ ) including:
  - 3 Festivals on Saturday afternoon/evenings (April)
  - 23 Concerts on Saturday nights (May - Sept)
- FIVE (5) ApCal Season Passes to use for yourself or gifts (value  $\$1360 \times 5 = \$6,800$ )
- 10' x 20' booth space in prominent location at all concerts plus festivals (value  $\$400 \times 26 = \$10,400$ )
- Mentions in all social media and emails (i.e. "Presented by ..."). Social media recognition to our extremely engaged 40,000 Facebook and Instagram followers and email recognition to 15,000 subscribers (with phenomenal open rate of 40%!) (value \$400 per post, \$250 per email- estimated 120 posts- \$48,000 and 30 emails- \$7,500)
- Your VIP guests can use the "skip the line" Season Pass security line and ticket window (value = priceless)



# CONCERT SEASON PARTNER

\$2,500 - VALUED AT \$9,460

- Display of one 4' x 8' Company banner in a prominent ApCal fence location (to be supplied by the sponsor) (value \$500)
- Industry exclusivity - one partner per business category
- One Season Pass (value \$1360)
- One VIP table for the concert of your choice (value \$450)
- One 10' x 10' booth space in a prominent location at every concert (value \$250 x 26 = \$6500) including:
  - 3 Festivals on Saturday afternoon/evenings (April)
  - and 23 Concerts on Saturday nights (May - Sept)
- Social media recognition in one post to our extremely engaged 40,000 Facebook and Instagram followers and email recognition in one email to 15,000 subscribers (with phenomenal open rate of 40%!) (value \$400 per post, \$250 per email)
- Your VIP guests can use the "skip the line" Season Pass security line and ticket window (value = priceless)

## EVENT PARTNER

\$1,000 - VALUED AT \$1,350

- One 10' x 10' booth space in a prominent location at one concert (value \$250)
- One VIP table for the concert of your choice - includes admission (value \$450)
- Social media recognition in one post to our extremely engaged 40,000 Facebook and Instagram followers and email recognition in one email to 15,000 subscribers (with phenomenal open rate of 40%!) (value \$400 per post, \$250 per email)
- Your VIP guests can use the "skip the line" Season Pass security line and ticket window (value = priceless)

\*\*\*\*Event Partnerships are available no later than 2 weeks before your preferred event date. Limit of 5 Event Partners per concert. \*\*\*\*





## LET'S DO THIS!

All sponsorships and collaborations are on a first come, first serve basis. To get your product or service lined up for a collaboration, please email: [Darrene@apcalrocknranch.com](mailto:Darrene@apcalrocknranch.com) and include the product or service, the website, and what you envision for the sponsorship.

Please allow 5-7 business days for a reply. I'm so excited to team up with you and work together to make things happen!



559-363-5433

[darrene@apcalrocknranch.com](mailto:darrene@apcalrocknranch.com)  
[www.apcalrocknranch.com](http://www.apcalrocknranch.com)



## GET IN TOUCH

We love to collaborate with other businesses in the Central Valley to create WIN - WIN Partnerships.

We are thankful for the opportunity to work with you this year!

**-Darren Schmall**

Owner of ApCal Rock'n Ranch