



It's real.

Pecan Fest

October 30, 2021

Participation Form

Pecan Fest is an annual celebration of all things PECAN. If your organization is interested in hosting an event in conjunction with Pecan Fest, please complete this form. Completion of this form does not guarantee that your event will be included as an official Pecan Fest event. Let's get ready to GO NUTS in Seguin!

Sponsoring Organization: _____

Contact: _____ Title: _____

Mailing Address: _____

Phone: _____ E-mail: _____

Website: _____

Event Name: _____

Date of Event: _____ Start Time: _____ End Time: _____

Ticket Cost: _____ Can they buy tickets in advance: _____ If yes, where: _____

Location of Event: _____

Address of Event: _____

How is your activity connected to Seguin's heritage or pecans? _____

Provide a short description of the event (this description will be used in all marketing materials for Pecan Fest – event must be pecan and/or heritage related): _____

I understand that completing this form confirms my organization's participation in Seguin's Pecan Fest 2021. If any information provided in this form changes, I will notify the Seguin Main Street Program in writing at chopper@seguintexas.gov as soon as possible.

Signature

Date

Please complete this form and send to Christy Hopper at chopper@seguintexas.gov; or fax to (830) 386-2532; or mail to Seguin Main Street Program, P.O. Box 591, Seguin, TX 78156.

Pecan Fest Participation FAQ

Who is responsible for hosting and organizing Pecan Fest?

The City of Seguin's Main Street Program and Visit Seguin are the event organizers who will be responsible for the promotion of the celebration. They will work in partnership with area nonprofits, businesses, and individuals on hosting their own official Pecan Fest event.

When is Pecan Fest?

Pecan Fest is promoted as the last Saturday of October, which will be October 30, 2021. While Pecan Fest is primarily promoted as a single day activity, the Pecan Fest web site and program will list events for the entire weekend as pre and/or post Pecan Fest events.

How to market your event and participation in Seguin's Pecan Fest?

Seguin Main Street & Visit Seguin manages and oversees the event website, www.seguinonuts.com, and will add all official Pecan Fest events to the site. They will also produce the annual program and provide each event sponsor with copies of the program. Additionally, they will create a Facebook event for each Pecan Fest activity making the official Pecan Fest Facebook account the host and send a co-host invite to the sponsoring organization. Seguin Main Street & Visit Seguin produces numerous advertisements to promote the Pecan Fest that will be published in local, regional, and statewide publications.

As an event sponsor, you will be expected to accept the co-host of your Facebook event and share updates regularly on your event page. Additionally, you are encouraged to make your own advertisements to promote your event and the overall Pecan Fest.

Is there a cost to host a Pecan Fest event?

Seguin Main Street & Visit Seguin will not charge an organization to be included on the Pecan Fest program or web site. The organization is expected to cover their expenses of hosting and promoting their event.

Can I host my event in Central Park?

Seguin Main Street hosts its Trade Days in Central Park on Saturday, October 30 from 10:00 a.m. to 4:00 p.m. If your organization would like to host an event in the park during those hours, staff will do their best to accommodate your request. For example, if your event would require the use of the bandstand, we would schedule your event in between live music performances. You would be able to host an event in Central Park after 5:30 p.m. on Saturday.

When do I need to submit my participation form?

Seguin Main Street and Visit Seguin request you submit your form by September 1 so they can promote your event for two months prior to Pecan Fest. We will take your form after Sept 1, but your event might not be included in marketing collateral.

I want to have a vendor booth at Pecan Fest, who do I contact?

Several event sponsors will include vendor booths. Contact Christy Hopper at (830) 401-2475 to discuss locations where vendors are welcomed.

For more information on how your organization can become involved during Pecan Fest, please contact the Seguin Visitor Center at (830) 401-5000.