

2017 COMMERCIAL EXHIBITOR OPPORTUNITY

Are you interested in connecting to the California Strawberry Festival's 60,000+ weekend audience but you're not quite ready to sponsor? No problem. The Festival has once again set aside 20 booth spaces at the heart of the venue where organizations like yours can be part of this family-friendly, non-profit weekend event.

Commercial Exhibitor packages include a 10' x 10' space, staff admission, parking, and company branding onsite and on our website. "Early Bird" pricing is \$1,950 if payment is received by February 28, 2017; the fee increases to \$2,500 thereafter. Spaces are assigned in the order that contracts are received.

The following pages look back at the 2016 Festival—the event, our attendees, corporate supporters and marketing outreach. We then present the 2017 Festival, with detail on the Commercial Exhibitor package.

Interested in joining us? Please contact Marty Lieberman at 818-512-5892; marty@liebermanconsulting.net.



California Strawberry Festival

How did we measure success at the 2016 California Strawberry Festival?

Strictly by the numbers...

Attendance: 66,129, an all-time high for the weekend event

Funds generated for Southland charities: \$150,000

Funds raised to date: \$4.5 million

Non-profit organizations benefitting from the Festival: 32

Post-secondary scholarships supported by the Festival: 4

Corporate sponsors and exhibitors: 42

Media sponsors: 24

Value of marketing and PR campaign: \$1.1 million

Festival website peak month users: 106,435

Facebook likes: 36,200 (and growing)

Strawberries consumed: Countless

Interested in being part of the fun?
Please contact Marty Lieberman at
(818) 512-5892 or
marty@liebermanconsulting.net.

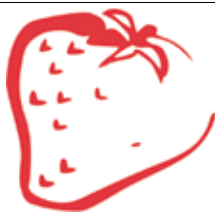


California Strawberry Festival

10-YEAR ATTENDANCE AVERAGE: 60,218*

<u>YEAR</u>	<u>SATURDAY</u>	<u>SUNDAY</u>	<u>TOTAL</u>
2016	29,758	36,371	66,129
2015	26,881	30,132	57,013
2014	26,000	28,500	54,500
2013	26,500	29,100	55,600
2012	25,500	24,500	50,000
2011	28,220	30,030	58,250
2010	31,279	34,117	65,396
2009	31,436	31,517	62,943
2008	32,417	33,212	65,629
2007	31,208	34,512	65,720

*Total turnstile attendance; excludes children age 5 and under



California Strawberry Festival

2016 ATTENDEE PROFILE

Age	%
Under 25	29.7%
25-39	37.9%
40-59	25.1%
60 and over	7.3%
Total	100%

Household income	%
\$100,000+	16.6%
\$80K - \$99K	10.6%
\$60K - \$79K	18.0%
Under \$60K	54.8%
Total	100%

Gender	%
Female	61.5%
Male	38.5%
Total	100%

Marital status	%
Married/Co-hab	44.0%
Single	56.0%
Total	100%

Ethnicity	%
Hispanic/Latin Origin	46.7%
White/Caucasian	24.7%
Asian American	12.2%
Black/African-American	7.0%
Other	9.4%
Total	100%

How did you hear about the Festival?	%
Friend / Been Here Before	54.8%
Social Media	17.6%
Website	8.2%
TV	6.7%
Mobile Device	4.6%
Radio	4.2%
Newspaper	2.4%
Signage	1.5%
Total	100%

County of origin	%
Los Angeles	62.8%
Ventura	18.5%
Kern	3.0%
San Bernardino	2.9%
Santa Barbara	1.9%
Orange	1.8%
San Diego	1.4%
Riverside	1.3%
Other	6.4%
Total	100%

How did you travel to the Festival?	%
Personal Vehicle	72.8%
Festival Shuttle	19.0%
Walked	8.2%
Total	100%

Time spent at the Festival	%
3 hrs.+	38.9%
2-3 hrs.	32.9%
1-2 hrs.	14.6%
<1hr	13.6%
Total	100%

What did you like most at the Festival?	%
Children's Rides & Attractions	57.6%
Food	11.7%
Arts & Crafts	10.7%
Entertainment	6.3%
Shortcake Tent	5.9%
Promenade Presentations	3.5%
Sponsor/Exhibitor Booths	2.9%
Festival Contests	1.4%
Total	100%

Attendance history	%
First-time attendee	58.6%
Attended 1-5 times	28.0%
Attended 5+ times	13.4%
Total	100%

Source: Welk Resorts On-Site Touch Screen Survey
 Sample size: 6,003
 Total attendance: 66,129



California Strawberry Festival

2016 MARKETING & PUBLIC RELATIONS OVERVIEW

The 2017 California Strawberry Festival is entering its 34th year as one of the nation's foremost outdoor family events. Staged in the heart of Ventura County's strawberry fields, the non-profit Festival celebrates the tasty fruit that wears its seeds on the outside by bringing together people of all nationalities and cultures for a weekend of fun, food, and celebration, while also boosting tourism in the region, emboldening community pride, and best of all, giving back to those in need.

The 2016 Festival remained true to this mission by adding \$150,000 to the more than \$4.5 million dollars raised to date to fund regional charitable institutions, academic scholarships for future generations, and the beautification of local parklands.

The marketing and publicity leading up to and during Festival weekend drove consumer awareness, generated consistent family-centric attendance, and promoted the event's affiliation with 78 corporate partners and media sponsors.

Pre-Festival Marketing Activities

Pre-Festival contests engaged the community, creating excitement for the Festival.

- Official Poster Contest: Amateur and professional artists submitted their best ideas for the coveted honor of being selected as the annual poster winner.
- Youth Art Contest: Thousands of K-6 students in the Ventura County School District participated with designs created as part of a study plan with teachers.
- Berry Blast-Off Recipe Contest: Hundreds of entries came in from across the state and nationwide. Contest finals were staged on Festival weekend inside the Strawberry Promenade tent. The prestigious event granted the winner instant enrollment into the World Food Championships.
- Battle of the Bands: The local Ventura County radio station hosted a contest where the winning band got the opportunity to play center stage during Festival weekend.

Uniting Media Sponsors

In all, 43 print, television, digital and radio outlets across Southern California recognized the value of sponsor alignment with the Festival and supported its mission of giving back by spreading awareness. KTLA TV, the Ventura County Star, Azteca TV, LA 18, and LA Weekly were among the top Festival supporters.

Key 2016 Stat: The total value of paid and promotional Festival print ads, television commercials, social media, and radio spots exceeded \$1,388,303!

2016 Marketing/PR Overview (cont.)

Festival Website (www.castrawberryfestival.org)

The Festival's website (online and mobile) is the main consumer destination for up-to-date event information, contest opportunities, community outreach and fundraising, sponsor recognition, and ticket purchases. Reaching local, regional, and global audiences as the online hub of the California Strawberry Festival brand, the website is easily accessible and navigation friendly. Additionally, a monthly e-newsletter communicated Festival news and special events to nearly 30,000 subscribers.

2016 Stats—Website and Mobile Site*:

- . Top search engine placement
- . 882,385 page views
- . 106,435 users

*One-month average during peak

Social Media Marketing

Facebook, Twitter, Instagram, and Pinterest connected directly with Festival enthusiasts and expanded our reach to new "friends" and followers with engaging contests and opportunities to participate in the Festival experience. Posts and advertisements garnered a tremendous amount of response.

2016 Stats—Facebook:

- . 36,194 Facebook likes (as of 9/9/16)
- . Average Facebook post generated more than 10,000 impressions

Public Relations

Approximately 43 press releases and collateral pieces were generated and distributed during Festival season. Media relations and coverage of pre-event activities included live remotes, in-studio appearances, live radio partner ticket giveaways, and fresh strawberry deliveries to radio personalities.

Editorial features in regional magazines and newspapers complemented the collateral marketing mix of billboards, street signs, flyers, posters, post cards, banners, social media posts, and website/mobile site incentives. Festival attendees experienced the event with the help of a tri-fold event program while scores of local, regional, and international media were credentialed for the event weekend.



California Strawberry Festival

2016 CORPORATE SUPPORTERS

Official Sponsors

Budweiser
Coca-Cola
Smart & Final
Southern California Ford Dealers
Wells Fargo

Supporting Sponsors

California Department of Public Health
California Lottery
California Strawberry Commission
Fruli Strawberry Beer
Herzog Wine Cellars
Kitchen Craft
Rubbermaid
Sleep Number
Welk Resorts

Participating Sponsors

GEICO
Gene Haas Foundation
Great Destinations
Kaleo Marketing
NRG Energy
REM Sleep Solutions
Santa Clarita School of Performing Arts
Smucker's
Southern California Gas Company
Sprint
Subway
Wendy's

Commercial Exhibitors

American Vision Windows & Solar
California Deluxe Windows
Coast Cart
Cricket Wireless
Cutco Cutlery
Danmer Custom Shutters
Diamond Resorts International
DirecTV—East Valley Communications
EasyTurf
Farm Fresh to You
Pacific Electric Solar
Pure Chiropractic
Rhineland Cutlery
Solar City
System Pavers
U.S. Army



California Strawberry Festival

May 20 & 21, 2017

www.castrawberryfestival.org

Record attendance in 2016--66,129!

2017 FESTIVAL FAST FACTS

EVENT OVERVIEW

The non-profit 501(c)3 California Strawberry Festival is a popular Southern California weekend celebration dedicated to raising money to help others. Guided by an all-volunteer Executive Board, the 34th annual California Strawberry Festival continues to stay true to its original mission as a family event that pays tribute to the region's robust, world-leading strawberry industry.

For the price of admission, the Festival serves up a spectacular menu of delectable strawberry delights, live entertainment, gooey contests for berry lovers of all ages, fine arts & crafts, children's rides, educational exhibits, cooking demonstrations, and more.

DATES HOURS LOCATION

- Saturday & Sunday, May 20 & 21, 2017
- 10:00am. – 6:30pm daily
- Strawberry Meadows of College Park
3250 S. Rose Avenue, Oxnard, CA 93033

ADMISSION

- Adults: \$12
- Seniors 62+, Active Military and dependents: \$8
- Youths (5-12): \$5
- Children 4 and under: Free

ATTENDANCE

The California Strawberry Festival attracts attendees from across Southern California and beyond. Last year's Festival welcomed 66,129 attendees, an all-time high; the Festival's 10-year attendance averages 60,000+. Attendee demographics are available upon request.

FREE STRAWBERRY EXPRESS SHUTTLES

Thousands of Festival visitors save time, gas and money by riding a free Strawberry Express shuttle to and from numerous convenient Park 'n Ride locations. Limited on-site parking is available for \$10.

TREMENDOUS COMMUNITY IMPACT

To date, the California Strawberry Festival has raised more than \$4.5 million for charity. For approximately 30 regional non-profit groups, the Festival is their primary source of annual fundraising. They staff many of the Festival's food and beverage stands, with proceeds funding new computers, sports uniforms, field trips, building repairs, after school programs and more.

Additional event proceeds are distributed back into the community through Festival-funded scholarship programs administered by the California Strawberry Commission, California State University Channel Islands, and the Oxnard Union High School District.

STRONG MARKETING SUPPORT

Consumers in and around Ventura and L.A. counties learn about the Festival via an extensive marketing and PR campaign across social media, print, broadcast, online, and outdoor platforms. On Festival weekend, a robust social media campaign keeps attendees connected with Festival activities, contests, and special events.

PROVEN RESULTS FOR CORPORATE PARTNERS

Every year, more than 40 companies support the Festival and advance their brand by securing cost-effective sponsorship and exhibiting packages.

Festival sponsors receive exposure across onsite, social media, database, website, print, and broadcast marketing channels. Sponsorship packages are available in three levels—Official, Supporting and Participating. Select sponsors also enjoy valuable Naming Rights to event venues, special events, activities, or attendee services.

Commercial Exhibitor packages are offered to companies interested only in securing onsite sales and marketing space at the Festival.

Full details on corporate participation options are available upon request.

To learn more about California Strawberry Festival sponsorship and exhibiting opportunities, please contact Marty Lieberman at 818-512-5892 or marty@liebermanconsulting.net.



California Strawberry Festival



CHARITABLE INITIATIVES GIVE BACK TO THE COMMUNITY

The California Strawberry Festival is a non-profit public charity event (501c (3) tax status #77-0523678) dedicated to celebrating the region's robust strawberry industry and giving back to the extended community. Since its inception in 1984, the Festival has raised over \$4.5 million dollars to support various initiatives such as:

- Regional Non-Profit Fundraising. Each year, volunteers representing more than 30 regional non-profit organizations raise significant funds by running food and stands at the Festival. For many of these organizations the Festival represents their primary annual fundraiser. Additional stipends are awarded to participating non-profits for staffing beverage stands and providing other services.
- California Strawberry Growers Scholarship Fund. Administered by the California Strawberry Commission, these statewide scholarships benefit the children of strawberry farmworkers in their pursuit of continuing post-secondary education. The California Strawberry Festival contributes \$6,000 annually to the Ventura County scholarship program.
- Dr. Tsujio Kato Memorial Scholarship. Established to honor the memory of Dr. Kato and his contribution to the community as founder and Chairman of the California Strawberry Festival, these scholarships are awarded to Oxnard Union High School District students transitioning from high school to college. The Festival awards \$6,000 in annual scholarships.
- California State University Channel Islands Scholarship. The California Strawberry Festival has funded a \$25,000 endowed scholarship to support students at CSUCI in perpetuity.
- Oxnard College Foundation Grant. The Festival partners with the Foundation with a \$1,000 annual donation in support of the California Strawberry Festival Scholarship Fund. The Oxnard College Foundation supports campus development, student scholarships, and educational programs.

To learn more about the Festival's commitment to the community please visit us at www.castrawberryfestival.org. During the Festival, please drop by our centrally-located Community Connections booth to say hello and to spin for fun sponsor prizes.



California Strawberry Festival

May 20 & 21, 2017

2017 Commercial Exhibitor Package Benefits μ Guidelines μ Pricing

Benefits

Onsite Exhibit/Sales Space*

10' x 10' space

Space in high-traffic location on "Strawberry Lane"

Electricity (110-20 Volt)

*Space only; additional \$300 fee for Festival tent & furnishings
(See "Booth Decorating Package" below)

Admission & Parking

Admission Wristbands (8 per day)

Onsite Parking Passes (4 per day)

Branding

Company listing in Festival Program

Company listing with text link on Festival website

Company listing on onsite signage

Guidelines

Acceptance is subject to Festival management approval.

Sales, giveaway and sample items are subject to Festival management approval.

All onsite transactions must be fulfilled following the Festival.

Exhibit space and location subject to availability.

Approved companies will be issued a formal contract.

All exhibitors are required to provide a Certificate of Insurance.

Pricing

"Early Bird": \$1,950

(Feb. 28, 2017 payment deadline)

Regular: \$2,500

Booth Decorating Package (Optional): \$300

Exhibitors have the option of providing their own tent and furnishings or purchasing a Festival-supplied booth package that includes a tent frame/canopy, sidewalls, 2 tables, and 4 chairs.

The \$300 fee will be included with invoice.

To secure a Commercial Exhibitor package at the 2017 California Strawberry Festival, or for more information, please contact Marty Lieberman at (818) 512-5892 or marty@liebermanconsulting.net.