



California Strawberry Festival

May 20-21, 2017

www.castrawberryfestival.org

2017 CORPORATE SPONSORSHIP

The non-profit California Strawberry Festival—attracting 60,000+ weekend attendees and supporting more than 30 regional charities and scholarship programs—delivers proven results for corporate sponsors. Cost-effective sponsorship packages deliver benefits that enable businesses to enhance their community image, market their goods and services, build lasting customer relationships, and help bring the family-friendly Festival experience to appreciative consumers. The following pages look back at the 2016 Festival—the event, our attendees, sponsors, and marketing outreach. We then present the 2017 Festival, with detail on the three levels of sponsorship—Official, Supporting, and Participating—followed by a comprehensive benefits catalogue with descriptions of all available benefits across naming rights, onsite, social media, database marketing, website, print/PR, and hospitality/credential categories.

Got questions? 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.

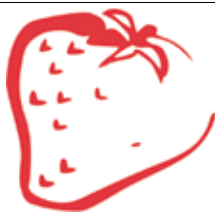


California Strawberry Festival

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

2016 MEDIA SPONSORS

Official Sponsors

KTLA-TV

Ventura County Star

LA18 KSCI-TV

KOST-FM 103.5

MYfm 104.3

Jack FM 93.1

KEARTH 101 FM

94.7 The Wave

The Sound 100.3

Cumulus Media (KHAY 100.7; B95.1; Nash; 103.3 The Vibe; Sports Radio 1450)

Gold Coast Broadcasting (KCAQ-FM; KFVY-FM; KOCP-FM; KUNX-AM; KVTA-AM)

Supporting Sponsors

Azteca-TV Channel 54

Lazer Broadcasting (Radio Lazer; La Mejor; KOXR)

KDAR-FM 98.3

VC Reporter

Ventana

Participating Sponsors

SCV Kidsguide

KEYT-TV Channel 3

KHTS-AM 1220

KPFK-FM 90.7

Kim Pagano Show KVTA-AM

Conejo Valley Happening

Homes & Land Magazine

In-Kind Sponsors

LA Weekly



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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.



2017 Sponsorship Package Benefit Comparisons

| Official Package \$15,000 | Supporting Package \$8,000 | Participating Package \$5,500 |
|--|---|--|
| "Official" Sponsor Exclusives | "Official" Sponsor Exclusives | "Official" Sponsor Exclusives |
| "Official (Product/Service) of the Festival" | - | - |
| Official Category Exclusivity | - | - |
| Festival Television Commercial (Logo) | - | - |
| Festival Billboard on 101 Frwy. (Logo) | - | - |
| Custom Consumer Promotion | - | - |
| Naming Rights | Naming Rights | Naming Rights |
| Exclusive Naming Rights (2) | Exclusive Naming Right (1) | - |
| Onsite Benefits | Onsite Benefits | Onsite Benefits |
| Festival Photo Backdrop Sponsorship | - | - |
| Community Connections "Wheel" Slot (Logo/Prizes) | - | - |
| Naming Rights Banners w/Logo (4) | Naming Rights Banners w/Logo (2) | - |
| LED Video Wall Commercials (60 sec. spots) | LED Video Wall Commercials (30 sec. spots) | - |
| LED Video Walls Naming Rights Promo (Logos) | LED Video Walls Naming Right Promo (Logo) | - |
| LED Video Walls Logo Slide | LED Video Walls Logo Slide | LED Video Wall—Sponsor Logo Slide |
| Exhibit/Sales Space – Up to 20' x 20' | Exhibit/Sales Space – Up to 10' x 20' | Exhibit/Sales Space – 10' x 10' |
| Corporate Banners (3) | Corporate Banners (2) | Corporate Banner (1) |
| Grounds P.A. Announcements (6 per day) | Grounds P.A. Announcements (4 per day) | Grounds P.A. Announcements (2 per day) |
| "Thank You Sponsors" Banners (Logo) | "Thank You Sponsors" Banners (Logo) | "Thank You Sponsors" Banners (Logo) |
| Social Media Benefits | Social Media Benefits | Social Media Benefits |
| Instagram on Festival Weekend (1) | - | - |
| Facebook Posts w/Logo & Link (2) | Facebook Post w/Logo & Link (1) | - |
| Twitter Posts (2) | Twitter Post (1) | - |
| Database Marketing Benefits | Database Marketing Benefits | Database Marketing Benefits |
| Festival E-Newsletter—Issue Sponsorship | - | - |
| Custom E-Blast to Festival Database | - | - |
| E-Newsletter—Name Listing | E-newsletter—Name Listing | - |
| Website Benefits—All Platforms | Website Benefits—All Platforms | Website Benefits—All Platforms |
| Ad Cube & Link (All Pages) | - | - |
| Banner Ad—E-Ticket Printouts & Mobile Devices | Banner Ad—E-Ticket Printouts & Mobile Devices | - |
| Naming Rights Content—Logos & Links | Naming Right Content—Logos & Links | - |
| Logo Scroll & Link (All Pages) | Logo Scroll & Link (All Pages) | Logo Scroll & Link (All Pages) |
| Sponsor Page Listing—Logo & Link | Sponsor Page Listing—Logo & Link | Sponsor Page Listing—Logo & Link |
| Print/PR Benefits | Print/PR Benefits | Print/PR Benefits |
| Festival Program Cover (Logo) | - | - |
| Print Advertising (Logo) | - | - |
| Custom Press Release | - | - |
| Program Naming Rights Content (Logo) | Program Naming Right Content (Logo) | - |
| Group Press Release (Naming Rights) | Group Press Release (Naming Right) | - |
| Program Sponsor Page (Logo) | Program Sponsor Page (Logo) | Program Sponsor Page (Logo) |
| Marketing Poster (Logo) | Marketing Poster (Logo) | Marketing Poster (Logo) |
| "Thank You" Print Ad (Logo) | "Thank You" Print Ad (Logo) | "Thank You" Print Ad (Logo) |
| Hospitality/Credentials | Hospitality/Credentials | Hospitality/Credentials |
| Framed Festival Poster (1) | - | - |
| Festival T-Shirts (4) | Festival T-shirts (2) | - |
| VIP Credentials/Admission (12) | VIP Credentials/Admission (8) | VIP Credentials/Admission (4) |
| VIP Onsite Parking (6) | VIP Onsite Parking (4) | VIP Onsite Parking (2) |
| Festival Admission Tickets (24) | Festival Admission Tickets (12) | Festival Admission Tickets (8) |
| Booth Staff Admission & Parking | Booth Staff Admission & Parking | Booth Staff Admission & Parking |



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2017 Corporate Sponsorship Benefit Descriptions

The California Strawberry Festival offers comprehensive, results-proven corporate sponsorship packages in three levels—Official, Supporting, and Participating. Each level contains a mix of benefits across specific categories...and all levels include onsite space. Please utilize the descriptions below to learn more about all of the benefits included in the sponsorship level that interests you.

| <u>Benefits Categories</u> | <u>Page</u> |
|---|-------------|
| Category 1: "Official" Sponsor Exclusives | 1 |
| Category 2: Naming Rights | 2-4 |
| Category 3: Onsite Benefits | 5-6 |
| Category 4: Social Media Benefits | 6 |
| Category 5: Database Marketing Benefits | 7 |
| Category 6: Website Benefits | 7-8 |
| Category 7: Print/PR Benefits | 8 |
| Category 8: Hospitality/Credentials | 9 |



Category 1: "Official" Sponsor Exclusives

Companies with an Official-level sponsorship receive the following exclusive benefits not available in Supporting or Participating packages.

"Official (Product/Service) of the Festival"

This gives sponsors the exclusive right to be an official product or service of the Festival. Examples include "Smart & Final—Official Supermarket of the Festival" and "Bud—Official Beer of the Festival."

Official Category Exclusivity

Official sponsors lock in exclusivity within their particular business category. This meant, for example, that Wells Fargo could be the 2016 Festival's only bank sponsor at the Official level.

Festival Television Commercial (Logo)

Only Official sponsor logos are displayed at the end of television spots promoting the Strawberry Festival. Spots are broadcast throughout Southern California in the weeks leading up to the event.

Festival Freeway Billboard (Logo)

Official sponsor logos are featured on the California Strawberry Festival billboard posted for up to 30 days along the busy 101 Freeway in Oxnard.

Custom Consumer Promotion

Custom consumer promotions are developed jointly with the Festival. Promotions are designed to meet sponsor marketing goals, as well as to raise awareness of the Festival. A three-month lead time is required to develop and implement the consumer promotion.



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Category 2: Naming Rights—Official and Supporting Sponsors

Naming rights link sponsors to key components of the Festival. Each naming right is celebrated with large onsite banners and recognized wherever possible across onsite, social media, database, website, and print marketing executions. Festival naming rights are assigned on a first-come, first-served basis.

Naming Rights Options (20):

Arts & Crafts

Relocated in 2017 to a beautiful, grass-covered area on the expanded Festival footprint, this unique showcase features collectible creations by more than 200 artists from regions across the United States. Festival shoppers browse hand-made original paintings, sculpture, ceramics, jewelry, furniture, children's toys, pet accessories, and more.

Berry Best Dressed Baby Contest

Staged both Saturday & Sunday at the Jest in Time Family Fun Stage, this family-focused contest celebrates strawberry-themed costumes on children 4 & under. It's a social media sensation!

Berry Best Strawberry Hat Contest

This contest awards prizes to the most outrageous strawberry-themed bonnet creations. Contestants model their hats to cheering crowds on both Saturday and Sunday inside the Strawberry Promenade tent.



Berry Blast-Off Recipe Contest

Culminating live inside the Strawberry Promenade on Festival Saturday, this timed cooking competition features two finalists competing head-to-head to prepare the ultimate berry best strawberry dish. Finalists earn their Festival spots following pre-Festival recipe submissions and a preliminary round of competition.

Berry Bouncy Slides

Hugely popular with kids of all ages, these giant inflatables rise above the venue at the north end of the park. And all slides are free!

Berry Contest Area – Pie-Eating, Tart Toss, & Strawberry Relay

These well-attended contests are staged twice daily at the Berry Contest Area in Strawberryland for Kids. Attendees sign up onsite and the contests are promoted heavily all weekend long via social media.



Community Connections Exhibit

The Festival's Community Connections Exhibit showcases the numerous ways the California Strawberry Festival benefits the community and gives back to serve others. Thousands flock here to spin the wheel for prizes from top-level sponsors as the Festival collects their names for our "Berry Insiders" database.



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Naming Rights (cont.)

Dr. Kato Entertainment Stage à

Named for the Festival's founding chairman, Dr. Tsujio Kato, this stage features musical entertainment all day long. From rock 'n roll to country, big band and top 40's, to Latin, R & B, jazz and more, there's something for everyone at this popular venue.



Entrance/Exit Gates

The Festival's color-coded entrance/exit gates are identified by tall tower structures. The Blue gate serves all Festival Strawberry Express shuttle riders; the Red and Purple gates accommodate attendees who choose to park on site or at Oxnard College. Strawberry growers are conveniently located near these gates.

Festival Stage â

Centrally located in the north food court, the Festival Stage complements the Dr. Kato Stage with an equally eclectic non-stop mix of live sounds.



Festival Picnic Patch

This canopied complex in the expanded primary food court provides shade and comfortable seating for more approximately 400 Festival attendees.

Information Booths

Conveniently located inside the Festival entrance gates, these information booths are staffed by volunteers who welcome guests, distribute Festival programs, and answer attendee questions.

Jest in Time Family Fun Stage

Located in Strawberryland for Kids amidst a number of youth-focused attractions, this expansive, tented venue features puppet shows, clowns, mimes, and magicians. The stage also houses the Festival's Berry Best Dressed Baby contest, a family-friendly event that draws huge, enthusiastic crowds.

Kids Care Zone

Nestled within Strawberryland for Kids, this tented area is designed with parents' needs in mind. Here is where the "Kids Are 1st" organization offers free child ID fingerprinting and tips for car seat safety. There's also a nursing station, a baby changing station, and a "Lost Berries" tent where children separated from their families are cared for until being reunited with their loved ones.



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Naming Rights (cont.)

Strawberry Express Shuttles (57,000+ riders in 2016)

Shuttle ridership reached an all-time high in 2016, with more than 57,000 passengers travelling to or from the venue on these convenient school busses. In 2016, there were five regional regional park 'n ride locations. Sponsors with this naming right can provide decal signage for display on the backs of these buses as they roll through Ventura County all Festival weekend.

Strawberry Promenade

Packed with strawberry-themed information and activities, the Strawberry Promenade is a haven for all things berry. Guests enjoy presentations from experts, the "Berry Blast Off" cooking contest finals, celebrity chef demos, eco-friendly tips, and workshops on growing strawberries and decorating with the tasty fruit. The "Berry Best Strawberry Hat" contest is staged here on both Saturday and Sunday. An LED video wall inside the Promenade broadcasts live activities on the stage, plus Festival highlights and promotional messages.

Strawberry Shortcake Tent

A Festival tradition, here is where more than 5,000 annual guests transform an empty bowl into a signature creation of strawberry goodness.

Strawberry Spirit Facebook Photo Contest

Staged prior to the Festival, this contest has consumers submitting their favorite strawberry-themed photos. Up to 20 winners will receive a 4-pak of Festival admissions and the winning entries will be displayed on Facebook, featured in the "Berry Insider" e-newsletter, and displayed for all to see on the Festival's three onsite LED video walls.



Strawberryland for Kids

Located inside the Blue gate at the northwest section of the event footprint, Strawberryland for Kids features carnival rides, bouncy slides, and other attractions. The Strawberry Promenade, Jest in Time Family Fun Stage, and Berry Contests area are all housed here.



Youth Art Contest (pre-Festival)

Students from schools and after-school organizations in Ventura County participate in this contest to create works of art that depict the Festival and salute the region's agricultural industry. The winner is a VIP guest of the Festival; the winning art is displayed at the Festival's Community Connections Exhibit.



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Category 3: Onsite Benefits

During Festival weekend, a number of exciting benefits connect sponsors to our 60,000+ attendees. All sponsors have the opportunity to exhibit onsite to interact with the Festival audience; other benefits include LED video wall commercials, corporate banners, PA spots, and logo exposure across multiple platforms.

Festival Photo Backdrop Sponsorship—Official Sponsors à

Sponsors enjoy logo exposure on signage positioned adjacent to one of the colorful Festival-themed backdrops designed to encourage attendees to pose for their own custom “Festival Berry Best” moments.

Community Connections Exhibit Wheel Slot/Prizes—Official Sponsors

Attendees at the Festival’s community outreach booth love to spin the Festival wheel to win prizes from participating sponsors. Community Connections is our way of educating the public on the many ways the Festival gives back locally, while collecting new names for our database of attendees. Sponsors activate this benefit and see their logo on a spinning wheel slot by providing a minimum of 500 attendee giveaways.



LED Video Walls—Sponsor Commercials and Branding

Three LED video walls will be deployed onsite during Festival weekend, two at the Strawberry Promenade tent and a new, 14' x 8' LED wall reaching tens of thousands of attendees in our primary food court. The Food Court LED Wall will broadcast sponsor commercials, sponsor logo slides, and Festival messages non-stop on a continuous loop. The two LED walls at the Promenade will again broadcast live programming, with sponsor branding included on a promotional loop shown during programming breaks.

Sponsor Commercials on Food Court LED Wall—Official and Supporting Sponsors

Commercials here are guaranteed to run a minimum of 50 times during the Festival.

Naming Rights Branding on Food Court & Promenade LED Walls— Official and Supporting Sponsors

Sponsor logos will be included on Festival-produced video clips and slides that promote naming rights.

Logo Slides on Food Court & Promenade LED Walls—All Sponsors

Individual logo slides for all sponsors will be part of the continuous loop on all three LED screens.

Naming Rights Banners—Official and Supporting Sponsors

All sponsors with naming rights enjoy logo exposure on either large, stand-alone Festival-produced banners or banners affixed to eye-catching 16 ft. tower structures. Sponsors receive two banners per naming right.



Exhibit/Sales Space—All Sponsors

Spaces range from 10' x 10' to 20' x 20' and are located throughout the Festival footprint. The Festival provides a tent frame/canopy, power, sidewalls, tables, and chairs. Final decisions on space size, availability, location, and sponsor activities are subject to Festival Board approval. Note: All onsite sales transactions must be fulfilled following the Festival.



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Onsite Benefits (cont.)

Corporate Banners—All Sponsors

These 8' x 3' banners are displayed at high-traffic locations throughout the Festival grounds. Sponsors provide the banners, which are returned after the Festival.



Grounds Public Address Announcements—All Sponsors

Pre-recorded P.A. spots are broadcast throughout the day from each of the Festival's two entertainment stages. Copy for the P.A. spots is supplied by sponsors; subject to Festival management approval.

"Thank You Sponsors" Banners—All Sponsors

The Festival produces large "Thank You" banners featuring all sponsor logos. These banners are displayed prominently at each of the Festival's three high-traffic entrance/exit gates.

Category 4: Social Media Benefits

Social media is now the primary way attendees learn about the Festival. Social media marketing continues to drive the year-round Festival conversation, creating tremendous "buzz" in the weeks leading up to the event, and then engaging with attendees in real time as they immerse themselves in the Festival experience.

Facebook Posts—Official and Supporting Sponsors

Facebook posts, including a logo and link, welcome a sponsor to the Festival or highlight a special sponsor activity or promotion. Sponsors are invited to submit their own copy and art; otherwise the Festival will create the messages and post. Facebook likes: 28,000+.



Twitter Posts—Official and Supporting Sponsors

Twitter posts also welcome sponsors or highlight a special sponsor activity or promotion. Sponsors are invited to submit their own copy and art; otherwise the Festival will create the messages and post.

Instagram Post—Official Sponsors

During Festival weekend, the Festival posts a custom photo and message on Instagram (1,500+ followers) promoting a sponsor activity or promotion. Sponsors are invited to submit their own copy and art; otherwise the Festival will create the message and post.



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Category 5: Database Marketing

The Festival continues to grow its database of consumers who have signed up for periodic updates and special announcements. The "Berry Insider" e-newsletter publishes 4-6 times prior to the Festival. "Berry Insider" membership is now at more than 29,000.

"Berry Insider" Issue Sponsorship—Official Sponsors

This benefit includes an announcement of the issue sponsorship, logo exposure, and a link to the featured sponsor's website.

"Berry Insider" Banner Ad—Official Sponsors

New in 2017, this benefit provides sponsors with a 4-color banner ad and live link on one e-newsletter.

Custom E-blast—Official Sponsors à

Sponsors with this benefit are invited to submit a custom promotional message for pre-Festival distribution to the full e-newsletter database. Sponsors determine the timing of the e-blast.

"Berry Insider" Name Mentions—Official and Supporting Sponsors

With this benefit, sponsors are recognized in a welcoming paragraph in the e-newsletter. Sponsors also enjoy name recognition when their Festival naming rights are promoted in the e-newsletter.



Category 6: Website Benefits

The Festival's robust website—www.castrawberryfestival.org—delivers consistent content and graphics across desktops and all mobile devices. Reaching local, regional, and global audiences as the online hub of the California Strawberry Festival brand, the website connects consumers year-round with all aspects of the Festival, driving sustained interest and attendance.

Ad Cube & Link—Official Sponsors

Featured on the home page and included on all pages of the Festival website, this full-color ad cube & link will appear in rotation with other high-level corporate and media sponsors.

Banner Ads on E-Ticket Printouts & Mobile Devices—Official and Supporting Sponsors



Online ticket sales continue to grow with Festival attendees. After averaging 6,546 from 2010-2015, online ticket sales skyrocketed to 22,401 last year, representing a third of all attendees. This benefit provides sponsors with a full color ad at the bottom of e-ticket printouts and on mobile device pages that display the Festival admission bar code. Sponsor ads rotate per transaction.

Naming Right Content Pages Logos & Links—Official and Supporting Sponsors

Sponsor naming rights are recognized with logos and links on all appropriate pages of the website.



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Website Benefits (cont.)

Logo Scroll & Link—All Sponsors

Live year round, sponsor logos with live links scroll across the bottom of all pages on the website.

Sponsor Page Logo & Link—All Sponsors

Sponsor logos and links are displayed year round on the “Corporate Sponsors” pages of the Festival website. Sponsor naming rights and official designations, if applicable, are also included in the listing.



Category 7: Print /PR Benefits

The Festival partners with numerous local and regional print publications to place more than \$40,000 in advertising in the weeks leading up to the Festival. The Festival's expansive PR efforts include live remotes, in-studio appearances, radio partner ticket giveaways, marketing posters, and editorial features in regional magazines and newspapers.



Festival Program

Produced as a tri-fold for easy onsite handling, more than 40,000 Festival programs are distributed at venue entrances and information booths. Festival programs contain entertainment highlights and schedules, attendee contest information, a venue map, sponsor information, and more.

Sponsor benefits include:

- Logo on Program Cover—Official Sponsors
- Logo with Naming Right Content—Official and Supporting Sponsors
- Logo on Sponsor Page—All Sponsors

Print Advertising Logo—Official Sponsors

Official sponsor logos appear together on all of the Festival's newspaper and magazine print advertising.

Press Releases—Official and Supporting Sponsors

Official sponsors are featured in custom pre-Festival press releases highlighting their involvement. Official and Supporting sponsors are recognized in a group press release.

Marketing Posters—All Sponsors

Sponsor logos appear on these full color pre-event posters displayed at thousands of retail locations throughout Ventura County and the surrounding regions.

Festival Thank You Ad—All Sponsors

All sponsors enjoy logo exposure in a post-event sponsor thank you ad.



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Category 8: Hospitality/Credentials

VIP Credentials (Admission & Parking)—All Sponsors

The VIP Pavilion is a private lounge with complimentary food and beverage service for corporate sponsors, "Friends of the Festival", Board members, and special guests. VIP passes include a tear-off Festival admission ticket. Quantities vary according to sponsorship level.

Admission Tickets—All Sponsors

Single-day Festival admission tickets include all on-site entertainment and family-friendly programming. Quantities vary according to sponsorship level.

Booth Staff Admission & Parking—All Sponsors

Sponsors with onsite space at the Festival receive separate, color-coded admission wristbands and onsite parking passes for booth staff. Quantities vary according to space size and sponsorship level.

Framed Festival Posters—Official Sponsors

These posters feature original artwork by the Festival's annual poster art contest winner.

Festival T-Shirts—Official and Supporting Sponsors

Festival t-shirts featuring the winning poster art are redeemable at the onsite Festival souvenir tent.



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