California Strawberry Festival

May 19 & 20, 2018

www.castrawberryfestival.org

2018 COMMERCIAL EXHIBITOR OPPORTUNITY

Interested in connecting with the California Strawberry Festival's huge weekend audience but not ready for a full sponsorship? No problem. The Festival has once again set aside 20+ booth spaces in a well-travelled section of the venue where organizations like yours can be part of this family-friendly, non-profit weekend celebration that averages 60,000 attendees.

Commercial Exhibitor packages include a 10' x 10' space, staff admission, onsite parking, and company branding onsite and on our website. Companies are required to provide their own tent and furnishings. Commercial Exhibitor spaces sell for $2,500 and locations are assigned in the order that contracts are received.

The following pages look back at the 2017 Festival—the event, our attendees, corporate supporters and marketing outreach. We then present the 2018 Festival, with detail on the Commercial Exhibitor package.

Got questions? Please contact Marty Lieberman at 818-512-5892; marty@liebermanconsulting.net.

California Strawberry Festival

How did we measure success at the 2017 California Strawberry Festival?

Strictly by the numbers…

Attendance: 57,081; 10-year average is 59,254

Funds generated for Southland charities: $150,000
Funds raised to date: $4.65 million

Non-profit organizations benefitting from the Festival: 35

Post-secondary scholarships supported by the Festival: 4

Corporate sponsors and exhibitors: 46
Media sponsors: 37

Value of marketing and PR campaign: $1.14 million

Festival website peak month users: 144,712

Facebook likes: 40,189 (as of 9/20/17)

Instagram followers: 1,852 (as of 9/20/17)

Strawberries consumed: Countless

Interested in being part of the fun in 2018?
Please contact Marty Lieberman at
(818) 512-5892 or
marty@liebermanconsulting.net.

California Strawberry Festival

10-YEAR ATTENDANCE AVERAGE: 59,254*

YEAR	SATURDAY	SUNDAY	TOTAL
2017	28,310	28,771	57,081
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

*Total turnstile attendance; excludes children age 5 and under

California Strawberry Festival

2017 ATTENDEE PROFILE

Age	%
Under 25	29.9%
25-39	36.7%
40-59	24.0%
60 and over	9.4%
Total	100%

Household income	%
$100,000+	16.4%
$80K - $99K	9.7%
$60K - $79K	20.4%
Under $60K	53.5%
Total	100%

Gender	%
Female	61.2%
Male	38.8%
Total	100%

Marital status	%
Single	59.6%
Married/Co-hab	40.4%
Total	100%

Ethnicity	%
Hispanic/Latin Origin	43.0%
White/Caucasian	25.0%
Asian American	11.1%
Black/African-American	10.9%
Other	10.0%
Total	100%

How did you hear about the Festival?	%
Friend / Been Here Before	57.1%
TV	11.1%
Social Media	10.7%
Website	7.0%
Radio	6.3%
Mobile Device	3.5%
Signage	2.3%
Newspaper	2.0%
Total	100%

County of origin	%
Los Angeles	59.4%
Ventura	22.3%
San Bernardino	3.5%
Kern	2.5%
Santa Barbara	1.4%
Orange	1.4%
San Diego	1.0%
Riverside	0.9%
Other	7.6%
	100%

How did you travel to the Festival?	%
Personal Vehicle	77.9%
Festival Shuttle	14.3%
Walked	7.8%
Total	100%

Time spent at the Festival	%
3 hrs.+	37.0%
2-3 hrs.	35.5%
1-2 hrs.	15.2%
<1hr	12.3%
Total	100%

What did you like most at the Festival?	%
Children's Rides & Attractions	52.5%
Food	15.9%
Arts & Crafts	11.9%
Entertainment Stages	7.8%
Shortcake Tent	4.5%
Promenade Presentations	4.0%
Sponsor/Exhibitor Booths	2.2%
Festival Contests	1.2%
Total	100%

Attendance history	%
First-time attendee	57.5%
Attended 1-5 times	28.2%
Attended 5+ times	14.3%
Total	100%

Source: Welk Resorts Onsite Touch Screen Survey
Sample size: 4,345 Total attendance: 57,081

California Strawberry Festival

2017 MARKETING & PUBLIC RELATIONS OVERVIEW

The California Strawberry Festival is entering its 35th 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 2017 Festival remained true to this mission by adding $150,000 to the more than $4.65 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 83 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.

2017 Marketing/PR Overview (cont.)

Uniting Media Sponsors

More than 30 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, Azteca TV, LA 18, KOST-FM, KEARTH 101, 94.7 The Wave, Jack FM and the Ventura County Star were key Festival supporters.

Key 2017 Stat: The total value of paid and promotional Festival print ads, television commercials, social media, and radio spots exceeded $1,140,000!

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.

2017 Festival Website Stats*

- Users: 98,585
- Pageviews: 667,422

*May 1-May 31, 2017

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.

2017 Festival Facebook Stats

- 40,189 Facebook likes (as of 9/20/17)
- Average Facebook post generated more than 10,000 impressions

Public Relations

More than 40 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

5/10/2017

2017 CORPORATE SUPPORTERS

Official Sponsors

Budweiser
Coca-Cola
Smart & Final
Wells Fargo

Supporting Sponsors

California Department of Public Health
California State Lottery
California Strawberry Commission
Cigna
Fruli Strawberry Beer
Herzog Wine Cellars
Los Angeles Rams
Oxnard Convention & Visitors Bureau
Players Casino
Sleep Number
Southern California Ford Dealers
Welk Resorts
Wescom Credit Union

Participating Sponsors

Great Destinations
Kaleo Marketing
NRG Energy
Resort Vacations
Smucker's
Sprint
Subway
SunOpta
Superior Sleep Experience

Commercial Exhibitors

360 Remodeling
American Vision Windows & Solar
California Deluxe Windows
California Energy Contractors
Center for Sustainable Energy
Coast Cart
Culligan Water
Cutco Cutlery
DirecTV—Digital Satellite Zone
Farm Fresh to You
Frontier Communications
Opportunities for Learning
Pacific Electric Solar
Santa Clarita School of Performing Arts
Solar City
System Pavers
UCLA Health
U.S. Army

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2018 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 35th 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 vendors, children's rides, educational exhibits, cooking demos, and more.

DATES · HOURS · LOCATION
- Saturday & Sunday, May 19 & 20, 2018
- 10:00am. – 6:30pm daily
- Strawberry Meadows of College Park
  3250 S. Rose Avenue, Oxnard, CA 93033

ADMISSION (Subject to change)
- 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 57,081 attendees; the Festival's 10-year attendance averages just fewer than 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 $4.65 million for charity. For approximately 35 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. And on Festival weekend, a robust social media outreach 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 offered at 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 available to companies interested only in securing onsite sales and marketing space at the Festival.

Full details on all corporate participation options are available upon request.

For more information on California Strawberry Festival corporate sponsorship and commercial exhibitor 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 $4.65 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 non-profits for staffing beverage stands and providing other key Festival 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 $5,000 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.

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2018 Commercial Exhibitor Package
Benefits • Guidelines • Pricing

Benefits

Onsite Exhibit/Sales Space*

10' x 10' space

Space in high-traffic location on "Strawberry Lane"

Electricity provided (110-20 Volt)

Admission & Onsite Parking

1-Day admission wristbands (8 per day)

Onsite weekend parking passes (4)

Branding

Company listing with text link on Festival website

Company listing in Festival Program

Company listing on Festival LED Video Wall

Company listing on Festival-produced banners

Guidelines

Acceptance is subject to Festival management approval

Approved companies will be issued a formal contract

Space assignments made in order of contracts received

Exhibit space and location subject to availability

Exhibitor is responsible for providing a tent structure and furnishings

All tents must be weighted using sandbags; no staking allowed

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

All exhibitors are required to provide a Certificate of Insurance

All onsite transactions must be fulfilled following the Festival

Participation Fee

$2,500

To secure a Commercial Exhibitor package at the 2018 California Strawberry Festival, or for more information, please contact Marty Lieberman at (818) 512-5892 or marty@liebermanconsulting.net.