



California Strawberry Festival

NEWS RELEASE

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37th Annual California Strawberry Festival Seeks Sponsors & Exhibitors

Oxnard, Calif.—The 37th Annual California Strawberry Festival, taking place May 16 and 17 at Strawberry Meadows of College Park in Oxnard, is seeking corporate sponsors and exhibitors.

Each year, the festival attracts nearly 60,000 visitors. Festivalgoers come from throughout Southern California including Los Angeles, Ventura, San Bernardino, Kern, Santa Barbara and Orange counties. They enjoy over 50 strawberry-themed food and beverage stands, 200 fine arts and craft vendors, live cooking competitions and demonstrations, live bands and family-friendly entertainment, children's rides and a "build-your-own" strawberry shortcake tent. An estimated 1.5 million strawberries, picked fresh locally, will be eaten during the two-day festival.

Sponsors are included in marketing, public relations and social media campaigns leading up to the festival. Sponsors can also receive onsite space and branding exposure through the festival program, LED wall commercials, banners and naming rights to festival venues, contests, attractions and events. An estimated value of the festival marketing campaign for 2019 was \$1 million.

A limited number of commercial exhibitor spaces are also available.

Money raised through sponsorships and commercial exhibitors help the festival fund regional charitable organizations and post-secondary education scholarships. Since its inception, more than \$5 million have gone to these efforts.

For a link to sponsorship and commercial exhibitor opportunities, go to <http://castrawberryfestival.org> and click on "Sponsors & Partners." Contact Marty Lieberman, 818-512-5892, marty@liebermanconsulting.net with any sponsorship or commercial exhibitor questions.

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