



# California Strawberry Festival

NEWS RELEASE

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## **37<sup>th</sup> Annual California Strawberry Festival Seeks Sponsors & Exhibitors**



Ventura, Calif.—The 37<sup>th</sup> Annual [California Strawberry Festival](#), taking place May 20 and 21, is seeking corporate sponsors and commercial exhibitors. After a three-year hiatus due to the pandemic, the festival is back at a new location, the Ventura County Fairgrounds in Ventura.

The family-friendly festival attracts over 57,000 visitors and pays tribute to Ventura County's number one crop: strawberries. Festivalgoers come from throughout Southern California including Los Angeles, Ventura, San Bernardino, Kern, Santa Barbara and Orange counties. They enjoy over 40 strawberry-themed food and beverage stands, up to 200 fine arts and craft vendors, strawberry-themed contests for all ages, a Ninja Nation obstacle course, live entertainment on three stages, fair-style carnival 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. All sponsors enjoy onsite space, and, depending on the level of sponsorship, can also receive branding exposure through the festival program, website, custom eblasts to the subscriber database, onsite signage and naming rights to festival venues, attractions and events. All sponsors receive VIP credentials, admissions and parking.

A limited number of commercial exhibitor spaces are available.

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

For more information, go to [2023 Festival Corporate Sponsorship](#), or contact Marty Lieberman at 818-512-5892 or [marty@liebermanconsulting.net](mailto:marty@liebermanconsulting.net).

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