



# California Strawberry Festival

2024 SPONSORSHIP KIT



MAY 18 & 19  
**2024**  
VENTURA COUNTY  
FAIRGROUNDS



Join us for Ventura County's

# SWEET SUMMER KICK-OFF

The California Strawberry Festival came roaring back in 2023, relocating to the beautiful Ventura County Fairgrounds and reestablishing itself as the beloved early summer event that celebrates and pays tribute to Ventura County's robust, world-leading strawberry industry.

Now entering its 38th year, the non-profit Festival draws more than 57,000 attendees from across Southern California by serving up a spectacular menu of strawberry delights, live entertainment, gooey berry-themed contests, fine arts & crafts vendors, carnival rides, the must-see "Strawberry Shortcake Experience", and more. The result is a perfect backdrop for successful sponsorship sales, marketing, branding, and sampling initiatives.

## FESTIVAL HIGHLIGHTS

- Live bands & family-friendly entertainment on three stages
- 40+ strawberry-themed food & beverage stands
- 100+ fine arts & crafts vendors
- Carnival rides and special activities
- Ninja Nation Obstacle Course
- "Strawberry Shortcake Experience"
- Strawberry-themed contests for kids of all ages
- Super-sized strawberries fresh from local growers

## COMMUNITY IMPACT IS PRIORITY #1

Guided by an all-volunteer board, the California Strawberry Festival is a 501(c)(3) organization that gives back to the community through post-secondary scholarship programs and weekend fundraising opportunities for more than 30 local non-profit groups. To date, the Festival has raised more than \$5 million to fund these causes.

## WHEN & WHERE

- Saturday & Sunday, **May 18 & 19, 2024**
  - Saturday: 10:00am – 7:30pm (extended hours!)
  - Sunday: 10:00am – 6:30pm
- Ventura County Fairgrounds  
10 West Harbor Blvd, Ventura, CA 93001

## ADMISSION

- Adults: **\$15**
- Seniors (62+) & Active Military & Dependents: **\$10**
- Youth (5-12): **\$8**
- Children 4 and under: **Free**

\*Information subject to change





# PROVEN RESULTS

## for Corporate Partners

The non-profit California Strawberry Festival continues to deliver proven results for corporate supporters, first through effective social media, print, broadcast, and digital marketing campaigns and then culminating in a world-class weekend celebration attracting more than 57,000 strawberry-loving attendees from across Southern California.



Every year, local, regional, and national organizations support the Festival and advance their brands by investing in cost-effective sponsorship programs and commercial exhibitor packages.

The California Strawberry Festival offers corporate sponsorship packages in three levels—**Official, Supporting, and Participating**. Each level contains a mix of benefits across specific benefit categories...and all levels include the option for onsite space. Sponsorship package options and associated benefits are detailed on page 9 of this kit.

### SPONSORSHIP BENEFIT HIGHLIGHTS\*

- Onsite display space
- Festival naming rights and associated benefits
- Social media "Sponsor Highlights"
- Commercials and branding on Festival LED screens
- Website ads, logo/link, and branding (year-round)
- Festival "Berry Insider" eNews banner ad & branding
- Festival Program ads, logo & branding
- VIP credentials, admissions, and parking

*\*Benefits vary by package level; see pg. 9 for details*

### TOP SPONSORSHIP OUTCOMES

- Market your goods and services to 57,000+ weekend attendees
- Enhance your community image before a diverse SoCal audience
- Achieve experiential marketing goals with strong sampling and lead generation outcomes
- Build your brand and improve customer relationships
- Support an environment that drives critical funding for participating non-profits





# California Strawberry Festival

## FESTIVAL BY THE NUMBERS\*

**5-YEAR  
ATTENDANCE  
AVERAGE:**  
**57,951\***

2023	54,500
2019	53,360
2018	58,683
2017	57,081
2016	66,129

*"Total turnstile attendance;  
excludes children aged 4 and under."*

## 2023 FESTIVAL

Funds generated for  
Southland charities:  
**\$200,000**

Funds raised to date:  
**\$5 Million+**

Non-profit organizations  
benefiting from the  
Festival: **39**

Post-secondary  
scholarships supported  
by the Festival: **3**

Corporate supporters  
and Media sponsors: **43**

Value of marketing & PR  
campaign: **\$1 Million+**

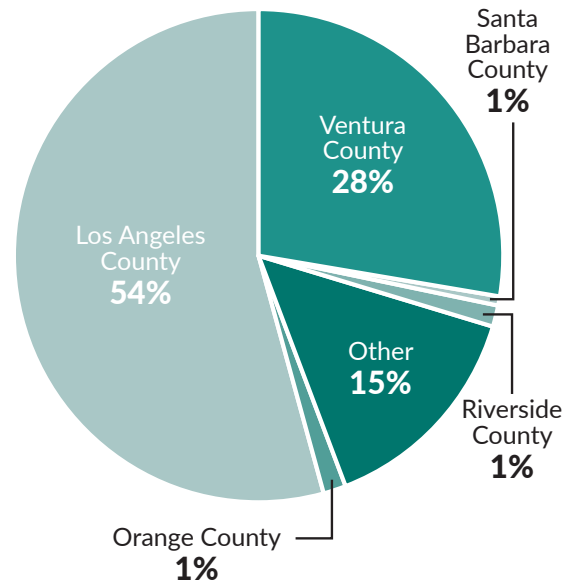
Festival website peak  
month users: **144,920**

Facebook likes: **468,00**  
(as of 11/1/2023)

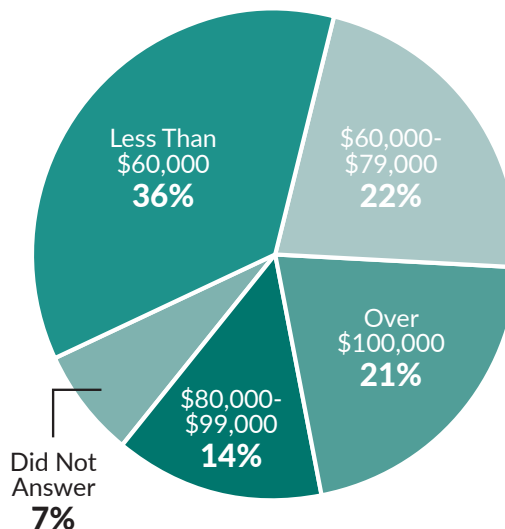
Instagram followers:  
**10,200** (as of 11/1/2023)

Strawberries consumed:  
**Countless**

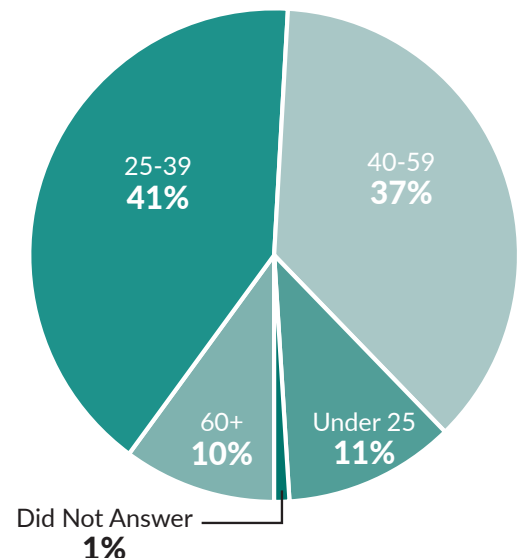
## COUNTY OF ORIGIN



## HOUSEHOLD INCOME



## AGE OF ATTENDEES

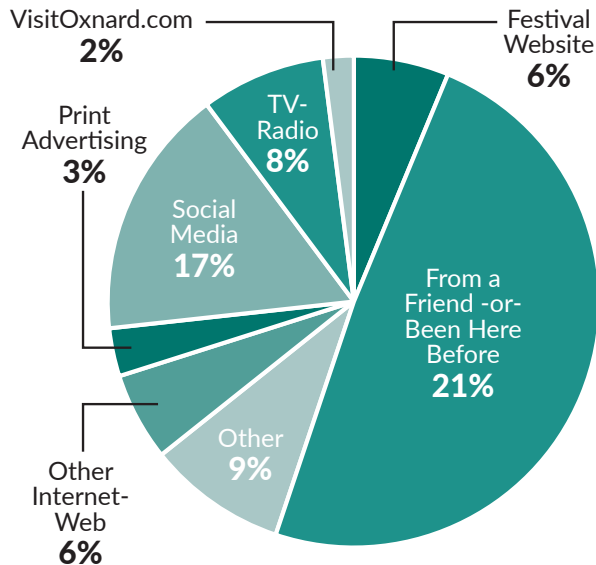


\*2018 data

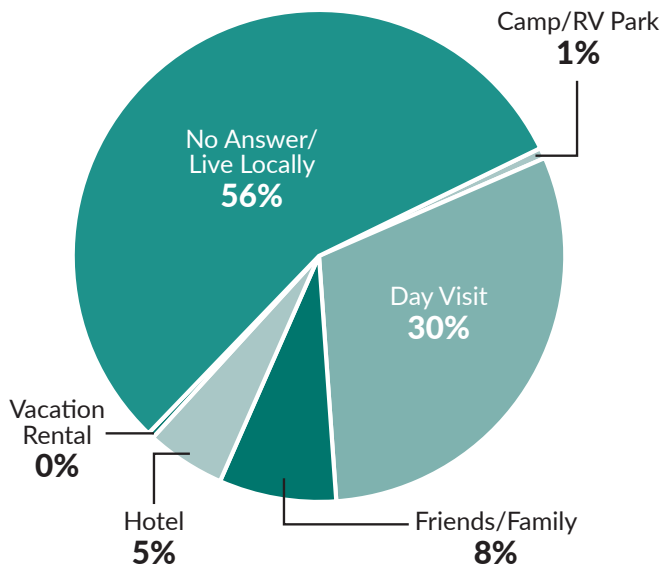
# FESTIVAL BY THE NUMBERS\*

cont.

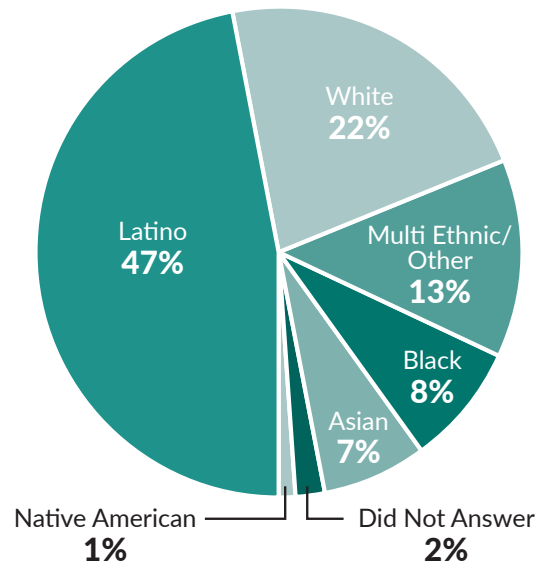
## MARKETING CHANNELS



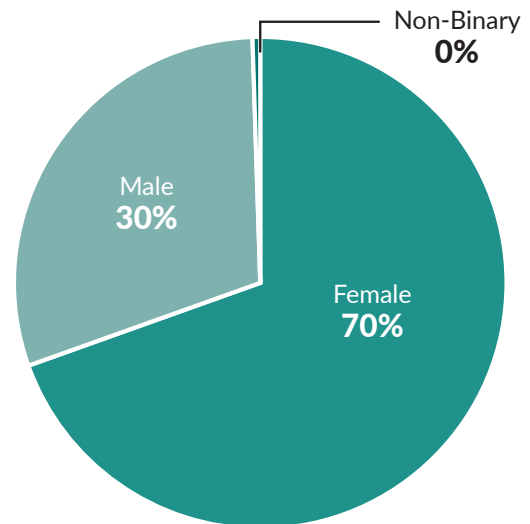
## WHERE THEY STAYED



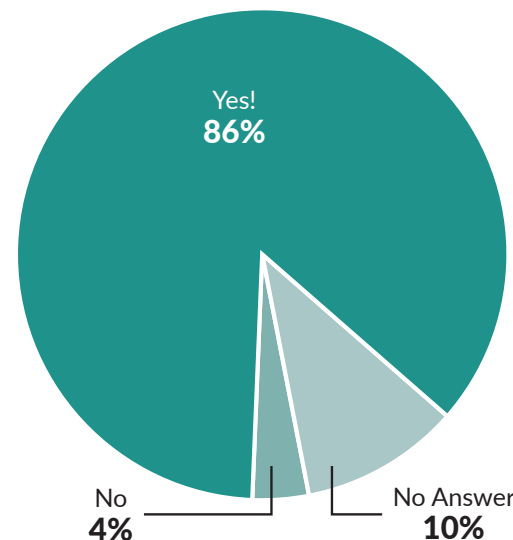
## CULTURAL IDENTITY



## GENDER OF ATTENDEES



## WOULD THEY PLAN TO VISIT OXNARD IN THE FUTURE?



**MAY 18 & 19, 2024**

[castrawberryfestival.org](http://castrawberryfestival.org)

[marty@liebermanconsulting.net](mailto:marty@liebermanconsulting.net)

Cell: 818-512-5892

\*2018 data





## THE FESTIVAL GETS NOTICED

& so will Your Brand

### STRONG MARKETING SUPPORT

Consumers in and around Ventura and Los Angeles counties learn about the Festival via an extensive marketing and PR campaign across social media, print, broadcast and digital platforms. And on Festival weekend, robust social media outreach keeps attendees connected with Festival activities, entertainment, contests, and special events.





# FESTIVAL MARKETING WILL

## Elevate Your Brand

### MEDIA SPONSORS

More than 30 print, television, digital and radio outlets across Southern California recognize the value of sponsor alignment with the Festival and support its mission of giving back by spreading awareness, year after year.

The total value of paid and promotional Festival print ads, television commercials, social media, and radio spots exceeds \$1,000,000.

### FESTIVAL WEBSITE

([castrawberryfestival.org](http://castrawberryfestival.org))

The Festival's mobile-friendly website is the main consumer destination for up-to-date event information, entertainment announcements, contest opportunities, community outreach, sponsor recognition, and ticket buying.

#### 2023 Festival Website Stats

- Website Peak Month Users: 144,920
- Pageviews: 614,054

\*June 1, 2022-May 31, 2023

### "BERRY INSIDER" ENEWSLETTER

The Festival generates a monthly e-newsletter to communicate Festival news, highlights, and sponsor marketing to more than 28,998 subscribers.



### SOCIAL MEDIA MARKETING

Facebook and Instagram connect directly with Festival enthusiasts and expand our reach to new "friends" and followers with engaging contests and opportunities to participate in the Festival experience. Posts and advertisements garner a tremendous amount of response.

#### Festival Facebook Stats

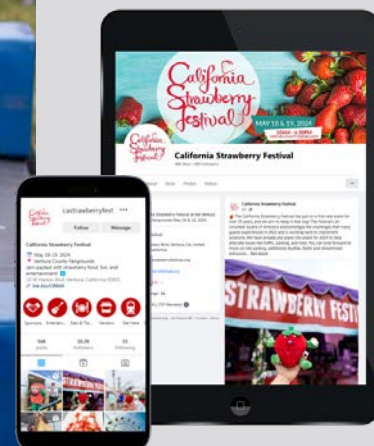
- 48,000 Facebook likes (as of 11/1/2023)
- Average post generated over 18,864 impressions

#### Festival Instagram Stats

- 10,200 Instagram followers (as of 11/1/2023)

### PUBLIC RELATIONS

Media relations and coverage of Festival weekend event activities include live remotes, in-studio appearances, live radio partner ticket giveaways, dozens of press releases, and fresh strawberry deliveries to media personalities. Editorial features in regional magazines and newspapers complement the collateral marketing, and scores of local, regional, and international media are credentialed for the event weekend.



# 2023 CORPORATE & MEDIA SUPPORTERS

## Corporate Supporters

### OFFICIAL SPONSORS

California Strawberry Commission | Kona Big Wave

### SUPPORTING SPONSORS

Clean California | Daiwa by U.S. Jaclean | Fruli | Gem Pack Berries | Smucker's  
Southern California Ford Dealers | Superior Sleep Experience | T-Mobile | WonderFold

### PARTICIPATING SPONSORS

Citrus Pest & Disease Prevention Program | Humana | Karls | Listos California

### COMMERCIAL EXHIBITORS

Alignment Health | American Vision Windows | Channel Islands Social Services  
Culligan Water | Cutco Cutlery | Farm Fresh To You | Home Depot | LeafFilter  
Navy Federal Credit Union | Preferred Turf | Premier America Credit Union  
Renewal by Andersen | Solar Energy Partners | System Pavers  
Ventura County AG Commissioner's Office | Valero Law Group  
Villa Del Palmar Islands of Loreto | Windings

## Media Supporters

### OFFICIAL SPONSORS

Cumulus Media | Gold Coast Broadcasting | 93.1 JACK FM  
K-EARTH 101 | KTLA News | 94.7 The Wave

### SUPPORTING SPONSORS

Radio Lazer

### PARTICIPATING SPONSORS

Amtrak | Encouraging 100.3FM Radio | KHTS Radio | Positive

**MAY 18 & 19, 2024 | [WWW.CASTRAWBERRYFESTIVAL.ORG](http://WWW.CASTRAWBERRYFESTIVAL.ORG)**

**CONTACT: MARTY LIEBERMAN • 818-512-5892 • [MARTY@LIEBERMANCONSULTING.NET](mailto:MARTY@LIEBERMANCONSULTING.NET)**





## 2024 SPONSORSHIP PACKAGES

	OFFICIAL \$17,500	SUPPORTING \$9,500	PARTICIPATING \$5,500
<b>PACKAGE BENEFITS BY CATEGORY</b>			
<b>OFFICIAL DESIGNATION &amp; NAMING RIGHTS</b>			
"Official (Product/Service)" Designation	✓	--	--
Festival Naming Rights	2	1	--
<b>PRE-FESTIVAL ADVERTISING &amp; BRANDING</b>			
Television Spots – Logo branding	✓	--	--
<b>ONSITE BENEFITS</b>			
Exhibit/Sales Space	✓ (Size TBD)	10' x 20'	10' x 10'
LED Screens (2) - :30 Commercials			
Dr. Kato Stage LED spots	12; 6 per day	6; 3 per day	--
Festival Stage LED spots	12; 6 per day	6; 3 per day	--
LED Screens (2)—Naming Right branding slides	✓	✓	--
LED Screens (2) – Sponsor logo branding slides	✓	✓	✓
Festival Program – Cover Logo	✓	--	--
Festival Program – QR code links to Sponsor offers	✓	✓	--
Festival Program - Naming Right branding	✓	✓	--
Festival Program - Sponsor page logo & listings	✓	✓	✓
P.A. Announcements - Grounds	3 per day	2 per day	1 per day
Naming Rights Signage – Logo branding	2 per	2	--
Grounds Banners (Sponsors provide)	3	2	1
"Thank You Sponsors" Banners – Logo branding	✓	✓	✓
<b>DIGITAL MARKETING</b>			
Website Ad Cube & Link - Full site	✓	--	--
Website Naming Right branding – Logo/Listing & Link	✓	✓	--
Website Scrolling Logo & Link – Full site	✓	✓	✓
Website Sponsor Page – Listing, Logo, & Link	✓	✓	✓
eTicket Branding – Logo on ticket site and printouts	✓	✓	--
"Berry Insider" eNews Banner Ad & Link – 1 issue	✓	--	--
"Berry Insider" eNews Branding – All issues	Logo	Name	Name
Custom Sponsor eBlast - "Berry Insider" database	✓	--	--
<b>SOCIAL MEDIA MARKETING</b>			
Instagram "Sponsor Highlight"	2	1	--
Facebook "Sponsor Highlight"	2	1	--
Naming Right branding—Facebook & Instagram	✓	✓	--
<b>PRINT MARKETING</b>			
Print Advertising—Logo branding	✓	--	--
Marketing Poster – Logo branding	✓	✓	✓
Marketing Flyer - Branding	Logo	Logo	Name
<b>CREDENTIALS &amp; HOSPITALITY</b>			
VIP 1-Day Credentials w/Admissions	16	8	4
VIP Weekend Parking Passes	8	4	2
1-Day General Admissions	24	12	8
Booth Staff Admissions & Weekend Parking	✓	✓	✓

\*Benefits subject to change.



# California Strawberry Festival

Get your brand associated with the Festival's most popular venues, attractions & events.

## SPONSORSHIP NAMING RIGHTS



Jest In Time Family Fun Stage

Get your brand associated with the Festival's most popular venues, attractions & events.

Naming rights link sponsors at the **Official and Supporting** levels to key components of the Festival. Each naming right is celebrated with large onsite signage and promoted wherever possible across Festival marketing channels. All naming rights are assigned on a first-come, first-served basis.

### 2024 NAMING RIGHTS\*

1. Arts & Crafts
2. Concert Series
3. Dr. Kato Stage
4. Festival Stage
5. Jest in Time Family Fun Stage
6. Ninja Nation Obstacle Course
7. Strawberryland
8. Strawberry Shortcake Experience

*Official-level  
sponsors only*

9. Berry Baby Fashion Parade
10. "Berry Best Moments" Photo Stations
11. Berry Contest Area
12. Bike Valet
13. Carnival Rides
14. Dining Hall
15. Food Courts
16. Kids Care Zone
17. Strawberry Express Shuttles

\*Subject to change.



Dr. Kato Stage



Strawberry Shortcake Experience



Arts & Crafts



# SPONSORSHIP NAMING RIGHTS

Cont.



## ARTS & CRAFTS

*(Official Sponsor Only)*

Always a popular spot at the Festival, this collection of more than 100 juried artists features hand-made original paintings, sculpture, ceramics, jewelry, furniture, children's toys, pet accessories, and more. Arts & Crafts vendors will be housed primarily in and around the two large structures on the Fairgrounds footprint and will be promoted extensively leading up to and during the weekend event.



## CONCERT SERIES

*(Official Sponsor Only)*

Musical entertainment for the whole family is a huge draw at the Festival and Festival attendees will enjoy concerts at two venues—the Dr. Kato and Festival stages. So the owner of this naming right will enjoy outstanding branding across multiple marketing platforms in the weeks leading up to Festival weekend.



## DR. KATO STAGE

*(Official Sponsor Only)*

Named for the Festival's founding chairperson, Dr. Tsujio Kato, this primary stage is centrally located at the Festival and features expanded sets all weekend long. There's something for everyone here, from rock, pop, and soul, to reggae, country, and salsa.



## FESTIVAL STAGE

*(Official Sponsor Only)*

Complementing the Kato Stage, this Festival music venue features more local performers, with shorter sets allowing for a broad mix of entertainment offerings from open until close.

## JEST IN TIME FAMILY FUN STAGE

*(Official Sponsor Only)*

Always a must-see at the Festival, the Jest in Time folks entertain Festival goers of all ages with shows featuring magic, science and family fun. This is also where the Festival stages its hugely popular "Berry Baby Fashion Parade".



# SPONSORSHIP NAMING RIGHTS

Cont.



Ninja Nation Obstacle Course

## NINJA NATION OBSTACLE COURSE *(Official Sponsor Only)*

A well-received attraction in 2023, Ninja Nation is back with its world-class traveling obstacle course experience. This larger-than-life attraction is an exciting activity for youth and adults alike, and a wonderful opportunity to develop skills, strength, and confidence.



Strawberry Shortcake Experience

## STRAWBERRYLAND *(Official Sponsor Only)*

Located adjacent to the Pacific at the south end of the Festival footprint, Strawberryland features carnival rides, commercial exhibitors, the Festival Stage, Kids Care Zone, great food and drink, and more.

## STRAWBERRY SHORTCAKE EXPERIENCE *(Official Sponsor Only)*

A Festival tradition from the very start, here is where more than 5,000 guests share in the fun of transforming an empty bowl into a signature creation of strawberry goodness.



Strawberryland

## BERRY BABY FASHION PARADE

Staged both Saturday & Sunday in front of enthusiastic crowds at the Jest in Time tent, this family-focused event celebrates strawberry-themed costumes modeled by children 4 & under. It's a social media sensation!

## "BERRY BEST MOMENTS" PHOTO STATIONS *(New in 2024)*

Strategically placed throughout the footprint, these strawberry-themed cut-outs are set up for guests to take memorable photos of their Festival experience. The naming right delivers great logo branding on adjacent signage.

## BERRY CONTEST AREA

Lively strawberry-themed contests are staged throughout Festival weekend at this popular venue. Contestants sign up onsite and the festivities are heavily promoted all weekend via social media.



Berry Baby Fashion Parade



# SPONSORSHIP NAMING RIGHTS

Cont.



Carnival Rides

## BIKE VALET *(New in 2024)*

This free, do-it-yourself service encourages locals to save gas and money by cycling to the Festival. Sure to be heavily used and widely promoted, it's huge branding for the sponsor with this naming right.

## CARNIVAL RIDES

As the featured attraction in Strawberryland, carnival rides at the Fairgrounds location are much bigger, better, and more fun than ever. And we're adding more rides in 2024! It's a great sponsor association.

## FESTIVAL DINING HALL

Thousands of Festival attendees will enjoy the comfort and convenience of the giant enclosed dining hall at the southwest section of the Festival footprint.

## FESTIVAL FOOD COURTS

For many, it's all about the food and this naming right aligns a sponsor with all 40+ food and beverage offerings that are featured at both of the Festival's always-busy east and west food courts.



Festival Food Courts

## KIDS CARE ZONE

Conveniently housed within Strawberryland, this tented area is where the "Kids Are 1st" organization offers free child ID fingerprinting and tips for car seat safety. The area also features a nursing station, a baby changing station, and a "Lost Berries" tent where children separated from their families are cared for until reunited with their loved ones.



Kids Care Zone

## STRAWBERRY EXPRESS SHUTTLES

This naming right aligns a sponsor with the fleet of shuttle buses that transport Festival attendees to and from our numerous free park 'n ride locations. The sponsor with this naming right enjoy strong online and onsite branding and has the option to provide decal signage for display on the backs or sides of these buses as they roll through Ventura County all weekend long.



"Berry Best Moments" Photo Station





# GIVING BACK

With the iconic Ventura County Fairgrounds as its new home, the non-profit Festival continues to celebrate 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.

Thanks in no small part to the support from our corporate partners, the 2023 Festival remained true to this mission by adding \$200,000 to the more than \$5 million dollars raised to date to fund regional charitable institutions, academic scholarships for future generations, and the beautification of local parklands.



## JOIN US!

We're ready to help you succeed! To secure a sponsorship position at the 2024 California Strawberry Festival, or for more information, please contact:

**MARTY LIEBERMAN**

[marty@liebermanconsulting.net](mailto:marty@liebermanconsulting.net)

Cell: 818-512-5892