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38th Annual California Strawberry Festival Seeks Sponsors & Exhibitors

Ventura, Calif.—The 38th Annual [California Strawberry Festival](#) is seeking corporate sponsors and commercial exhibitors. The festival is taking place May 18 and 19 at the Ventura County Fairgrounds in Ventura.

Last year, the family-friendly festival drew more than 57,000 visitors from throughout Southern California including Los Angeles, Ventura, San Bernardino, Kern, Santa Barbara and Orange counties. Activities include sampling a variety of foods including strawberry-themed food and beverages, browsing 150 fine arts and craft booths, taking part in strawberry-themed contests for all ages, enjoying live entertainment on three stages, and checking out fair-style carnival rides and a "build-your-own" strawberry shortcake tent. An estimated 1.5 million strawberries, picked fresh locally, are 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 and a sponsorship packet, go to [2024 Festival Corporate Sponsorship](#), or contact Marty Lieberman at 818-512-5892 or marty@liebermanconsulting.net.

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