



California Strawberry Festival

2026 SPONSORSHIP KIT



MAY 16 & 17
2026

VENTURA COUNTY
FAIRGROUNDS



California Strawberry Festival

MAY 16 & 17
2026



OVERVIEW*

The California Strawberry Festival is one of Southern California's favorite summer kickoff events, celebrating the region's robust, world-leading strawberry industry with a weekend of food, fun, and fantastic entertainment for the entire family.

Now entering its milestone 40th year, the non-profit Festival draws more than 40,000 attendees from across Southern California by serving up a spectacular menu of strawberry delights, live entertainment, children's activities, fine arts & crafts vendors, carnival rides, the must-do "Strawberry Shortcake Experience", and more.

The result is a perfect backdrop for successful sponsorship sales, marketing, branding, and sampling initiatives.



WHEN & WHERE

Saturday & Sunday, **May 16 & 17, 2026** | Saturday: 10:00am – 6:30pm | Sunday: 10:00am – 6:30pm
Ventura County Fairgrounds, 10 West Harbor Blvd., Ventura, CA 93001



ATTENDANCE

Attendance has averaged nearly 49,000 attendees over the past five Festivals. And the event has broad appeal throughout Southern California. In fact, 67% of 2025 attendees traveled to the Festival from outside Ventura County.



PARKING

Fairgrounds parking is limited at \$30 per car. Free and plentiful parking is located at several nearby shuttle stops. Please refer to the "Getting Here" tab of the Festival website for more information.



ADMISSION

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



FREE STRAWBERRY EXPRESS SHUTTLES

Festival visitors save time, gas and money by riding a free Strawberry Express shuttle to and from numerous convenient Park 'n Ride locations. Limited onsite parking is available at the Fairgrounds for **\$30**.



TREMENDOUS COMMUNITY IMPACT

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

FESTIVAL HIGHLIGHTS

- Super-sized fresh strawberries from local growers
- Family-friendly live entertainment on three stages
- Children's entertainment all day long on the Family Fun Stage
- 40+ strawberry-themed food & beverage stands
- 150+ fine arts & crafts vendors
- "Strawberry Shortcake Experience"
- Festival "Fun Zone" with carnival rides galore



STRONG MARKETING SUPPORT

Consumers across SoCal—with a focus on Ventura and Los Angeles counties—learn about the Festival via an extensive \$1 million+ 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, and special events.



SPONSORSHIP PACKAGES DESIGNED FOR CORPORATE SUCCESS

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

The 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.

www.castrawberryfestival.org

For more info please contact Marty Lieberman at 818-512-5892 or marty@liebermanconsulting.net

**Information subject to change.*

PROVEN RESULTS

for Corporate Partners

The 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 40,000 strawberry-loving attendees from across Southern California.



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 pages 10-11 of this kit.

SPONSORSHIP BENEFIT HIGHLIGHTS*

- Onsite display space
- Festival naming rights and associated benefits (see pages 12-15 for details)
- Social media “Sponsor Highlights”
- Sponsor commercials and branding on Festival LED screen
- Website ads, logo, link, and branding (year-round branding)
- Festival “Berry Insider” e-newsletter ads and branding
- Festival Program ads, logo & branding
- VIP credentials, admissions and onsite parking

**Benefits vary by package level; see pgs. 10-11 for details*

TOP SPONSORSHIP OUTCOMES

- Market, sell and fulfill goods and services to 40,000+ onsite 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:
49,029***

| | |
|------|--------|
| 2025 | 37,600 |
| 2024 | 41,000 |
| 2023 | 54,500 |
| 2019 | 53,360 |
| 2018 | 58,683 |

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

2025 FESTIVAL

Funds generated for Southland charities: **\$150,000+**

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

Non-profit organizations benefiting from the Festival: **30+**

Corporate supporters and Media sponsors: **33**

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

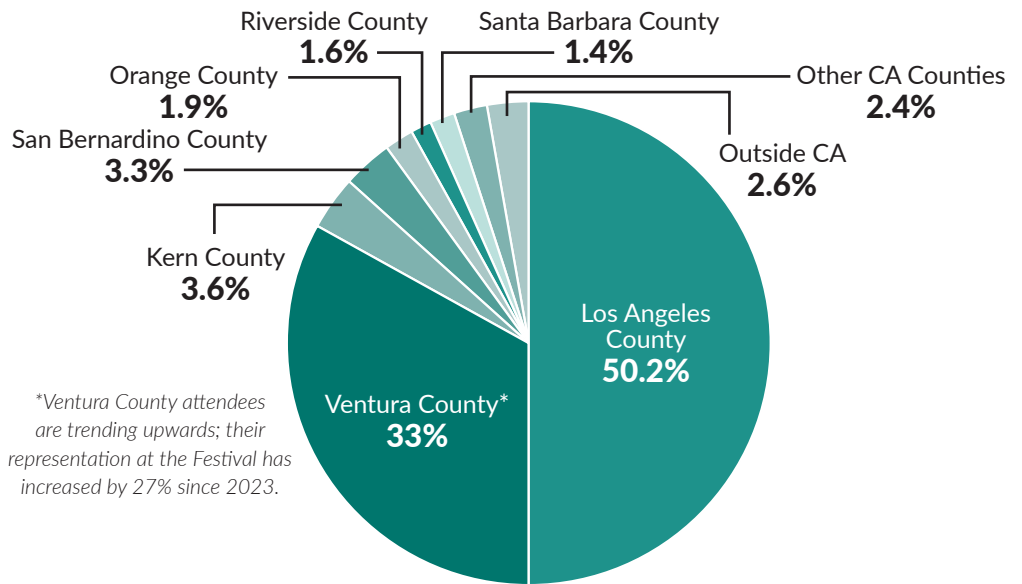
Festival website peak month sessions: **131,343**

Facebook likes: **49,000**
(as of 10/1/2025)

Instagram followers: **14,700**
(as of 10/1/2025)

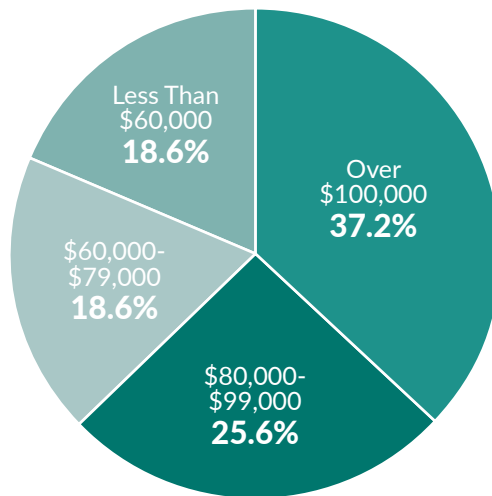
Strawberries consumed at the Festival: **Countless**

ATTENDEE COUNTY OF ORIGIN

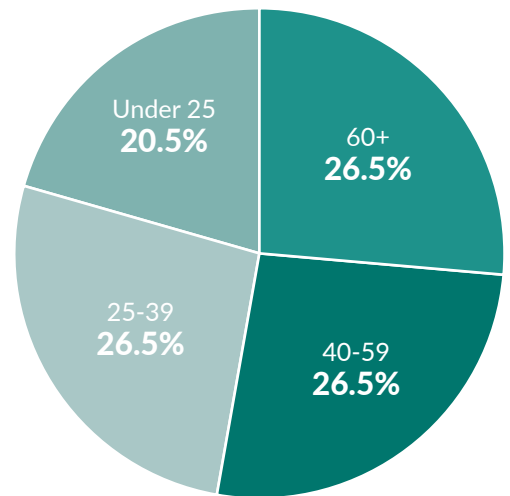


*Ventura County attendees are trending upwards; their representation at the Festival has increased by 27% since 2023.

HOUSEHOLD INCOME



AGE OF ATTENDEES

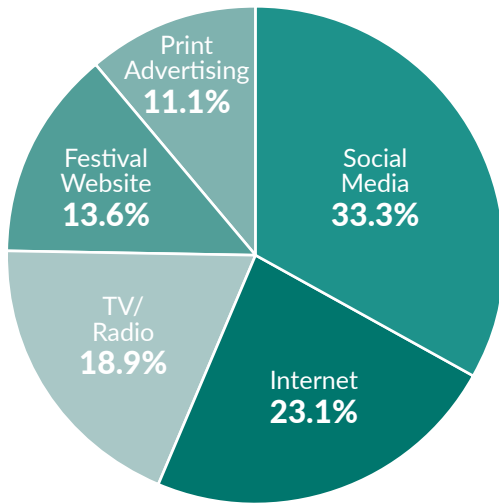


*2025 county of origin data; all other data from the 2024 Festival

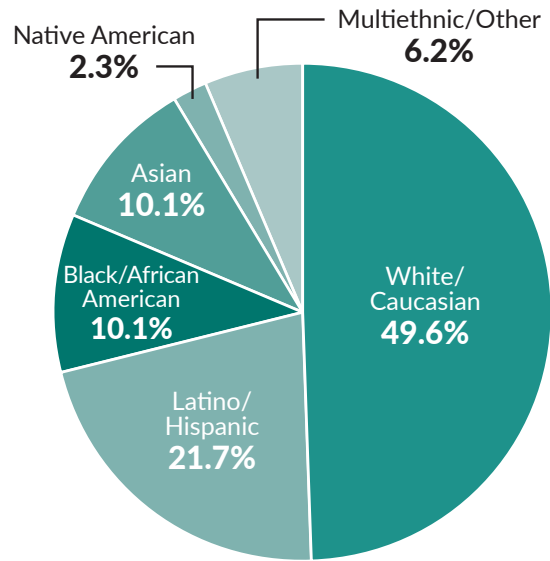
FESTIVAL BY THE NUMBERS*

continued

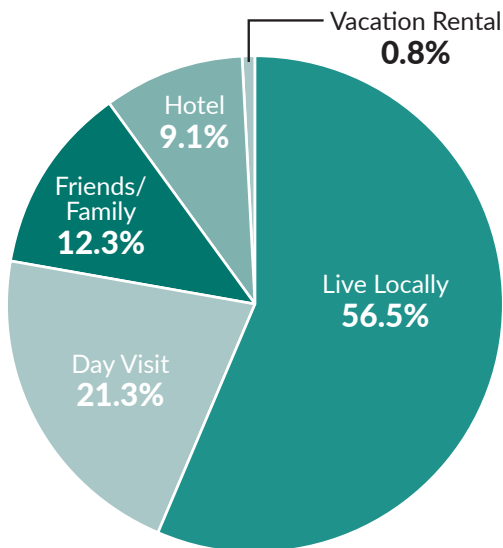
PRIMARY MARKETING CHANNELS



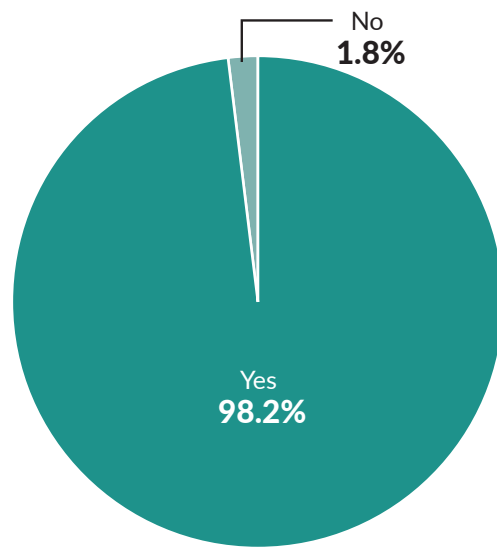
CULTURAL IDENTITY



WHERE THEY STAYED



FUTURE PLANS TO VISIT VENTURA COUNTY



MAY 16 & 17, 2026

castrawberryfestival.org

marty@liebermanconsulting.net

Cell: 818-512-5892

**2025 county of origin data; all other data from the 2024 Festival*



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, \$1 million+ 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, and special events.



FESTIVAL MARKETING CAMPAIGN

Delivers the Goods!

SOCIAL MEDIA MARKETING

Facebook and Instagram posts 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

- 49,000 Facebook followers (as of 10/1/2025)
- Average reach per post 28,000

Festival Instagram Stats

- 14,700 Instagram followers (as of 10/1/2025)
- Post impressions: 555,973 (11/1/2024-5/31/2025)



FESTIVAL WEBSITE

(castrawberrylfestival.org)

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

2025 Festival Website Stats

- Website Sessions: 226,270
- Total Users: 154,458

*Nov. 1, 2024-May 31, 2025



“BERRY INSIDER” ENEWSLETTER

The Festival generates a monthly e-newsletter to communicate Festival news, event highlights, strawberry tidbits, special ticket and merchandise offers, and sponsor marketing to more than 31,900 subscribers.

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.

PUBLIC RELATIONS

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



2025 CORPORATE & MEDIA SUPPORTERS

Corporate Supporters

OFFICIAL SPONSORS

California Strawberry Commission
Daiwa by U.S. Jaclean
Fruli Strawberry Beer | Mattress Hub
Superior Sleep Experience

SUPPORTING SPONSORS

California State Lottery
Kona Big Wave | Players Casino

PARTICIPATING SPONSORS

AMO Marketing | Beachside Golf Cars
Culligan Water | Cutco Cutlery
Gem-Pack Berries | GTs Living Foods
Hyatt Vacation Club | Karls Oxnard
Lightship, Inc. | Owen, Patterson & Owen
SCAN Health Plan | T-Mobile | Ventura Auto Center
Vibrant Health Systems | Vikast Insurance Services
Williams Homes | Zespri Kiwifruit

Media Supporters

OFFICIAL SPONSORS

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

GARDEN ST.

SHUTTLE DROP OFF & PICKUP



-  Restrooms
11 Locations
-  Information
1 Location
-  First Aid
1 Location
-  Strawberry Specialties
2 Locations
-  Strawberry Growers
3 Locations
-  Food Tents
-  Vendor Booths
-  Arts & Crafts Booths

2026
Festival Map
 California Strawberry Festival

PAID PARKING LOT

SPONSORSHIP PACKAGE OPTIONS*



The California Strawberry Festival offers sponsors a choice of three package levels for organizations looking to join our corporate community. And all levels include onsite space at the weekend event to allow you and your team to connect with the Festival's 40,000+ weekend attendees.

Packages are highlighted below. The following page features a handy grid with benefit details on each package.

Official Sponsorship Highlights

Top-level package covers all the bases for maximum return on investment.

- Large onsite sales & marketing space (space only)
- Exclusive designation as an "Official (Product/Service) of the Festival"
- Festival Naming Rights (2) and associated benefits
- Commercials and logo branding on the Festival's LED screens
- Cover logo, naming rights branding and sponsor logo/listing in Festival program
- Website ad cube, sponsor listing and multi-page branding
- Custom eblast to Festival database of 31,000+
- Banner ad and extensive logo branding on Festival e-newsletters
- Custom "Sponsor Highlights" (2 each) on both Facebook and Instagram
- Logo branding on all pre-event television spots, print marketing, and posters/flyers
- Sponsor promotional banners (3) displayed onsite
- VIP Credentials, Festival Admissions, and Onsite Parking



Supporting Sponsorship Highlights

Mid-level package delivers an impressive slate of strong benefits, including a Festival Naming Right.

- Onsite sales & marketing space up to 10' x 20' (space only)
- Festival Naming Right (1) and associated benefits
- Commercials and logo branding on the Festival's LED screens
- Naming right branding and sponsor logo/listing in Festival program
- Website sponsor listing and multi-page branding
- Logo branding on Festival e-newsletters
- Custom "Sponsor Highlight" (1 each) on both Facebook and Instagram
- Logo branding on pre-event marketing poster & flyer
- Sponsor promotional banners (2) displayed onsite
- VIP Credentials, Festival Admissions, and Onsite Parking



Participating Sponsorship Highlights

Entry-level package provides onsite space and supporting benefits.

- 10' x 10' onsite sales & marketing space (space only)
- Logo branding across Festival Program, website, marketing poster, LED screen, and signage
- Sponsor banner (1) displayed onsite
- VIP Credentials, Festival Admissions, and Onsite Parking



*Subject to change



California Strawberry Festival

2026 SPONSORSHIP OPPORTUNITY

2026 SPONSORSHIP PACKAGES

| | OFFICIAL \$17,500 | SUPPORTING \$9,500 | PARTICIPATING \$6,000 |
|--|----------------------|-----------------------|--------------------------|
| PACKAGE BENEFITS BY CATEGORY | | | |
| OFFICIAL DESIGNATION & NAMING RIGHTS | | | |
| "Official (Product/Service) of Festival" – Branding | ✓ | -- | -- |
| Festival Naming Rights – Logo branding | 2 | 1 | -- |
| ONSITE BENEFITS | | | |
| Exhibit/Sales Space | ✓ (Size TBD) | 10' x 20' | 10' x 10' |
| LED Screen Marketing | | | |
| Sponsor commercials (or slides) | ✓ (2x freq.) | ✓ (1x freq.) | -- |
| Naming Right branding slides | ✓ | ✓ | -- |
| Solo logo branding slide | ✓ | ✓ | ✓ |
| Sponsor group logo branding slide | ✓ | ✓ | ✓ |
| Festival Program – 25,000+ distribution | | | |
| Cover page logo | ✓ | -- | -- |
| Naming Right branding | ✓ | ✓ | -- |
| Sponsor page logo & listings | ✓ | ✓ | ✓ |
| Naming Rights Signage – Logo branding | ✓ | ✓ | -- |
| Grounds Banners (Sponsors provide) | 3 | 2 | 1 |
| "Thank You Sponsors" Banners – Logo branding | ✓ | ✓ | ✓ |
| DIGITAL MARKETING | | | |
| Website Marketing | | | |
| Ad Cube & Link - Full site | ✓ | ✓ | -- |
| Naming Right branding – Logo/Listing & Link | ✓ | ✓ | -- |
| Scrolling Logo & Link – Full site | ✓ | ✓ | ✓ |
| Sponsor Page – Listing, Logo, & Link | ✓ | ✓ | ✓ |
| eTicket Branding – Logo on ticket site and printouts | ✓ | ✓ | -- |
| "Berry Insider" eNewsletter—31,900+ subscribers | | | |
| Sponsor eBlast - "Berry Insider" database | ✓ | -- | -- |
| eNews Banner Ad & Link – 1 issue | ✓ | -- | -- |
| eNews Branding – All issues | Logo | Logo | Name |
| SOCIAL MEDIA MARKETING | | | |
| Instagram "Sponsor Highlights" | 2 | 1 | -- |
| Facebook "Sponsor Highlights" | 2 | 1 | -- |
| Naming Right branding—Facebook & Instagram | ✓ | ✓ | -- |
| BROADCAST & PRINT MARKETING | | | |
| Television Spots – Logo branding | ✓ | -- | -- |
| Print Advertising—Logo branding | ✓ | -- | -- |
| Marketing Poster – Logo branding | ✓ | ✓ | ✓ |
| Marketing Flyer - Branding | Logo | Logo | Name |
| CREDENTIALS & HOSPITALITY | | | |
| VIP 1-Day Credentials w/Admission Ticket | 16 | 8 | 4 |
| VIP Weekend Parking Permits | 8 | 4 | 2 |
| 1-Day General Admission Tickets | 24 | 12 | 6 |
| Booth Staff Admissions & Weekend Parking Permits | ✓ | ✓ | ✓ |

*Benefits subject to change.



California Strawberry Festival

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

SPONSORSHIP NAMING RIGHTS OFFICIAL AND SUPPORTING SPONSORS



Family Fun Stage

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

2026 NAMING RIGHTS*

- Arts & Crafts
- Dr. Kato Stage
- Family Fun Stage
- Festival Stage
- Strawberryland for Kids
- Strawberry Shortcake Experience

Official-level sponsors only

- Berry Baby Fashion Parade
- "Berry Best Moments" Photo Stations
- Bike Valet
- Dining Hall
- Festival Art Contest
- Festival "Fun Zone" (Carnival Rides)
- Food Courts
- Mind Works! Giant Games & Challenges
- Strawberry Express Shuttles
- Strawberry Fashion on Parade

*Subject to change



Dr. Kato Stage



Arts & Crafts

SPONSORSHIP NAMING RIGHTS

Cont.



Arts & Crafts

ARTS & CRAFTS

(Official Sponsor Only)

Always a popular spot at the Festival, this collection of more than 150 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.



Dr. Kato Stage

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

FAMILY FUN STAGE

(Official Sponsor Only)

Always a must-see in Strawberryland for Kids, the Family Fun Stage entertains Festival goers of all ages with shows featuring magic, science and family fun. This is also where the Festival features its hugely popular daily "Berry Baby Fashion Parade".



Family Fun Stage

FESTIVAL STAGE

(Official Sponsor Only)

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

STRAWBERRYLAND FOR KIDS

(Official Sponsor Only)

A popular venue for families with young children, Strawberryland for Kids features the Family Fun Stage, carnival rides, puppet shows, interactive activities, great food and drink, and more.

SPONSORSHIP NAMING RIGHTS

Cont.



Strawberry Shortcake Experience

STRAWBERRY SHORTCAKE EXPERIENCE *(Official Sponsor Only)*

A Festival tradition from the event's inception, here is where more than 5,000 guests enjoy transforming an empty bowl into a signature creation of strawberry goodness.

BERRY BABY FASHION PARADE

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

"BERRY BEST MOMENTS" PHOTO STATIONS

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 logo branding on adjacent signage.



Berry Baby Fashion Parade



"Berry Best Moments" Photo Stations

BIKE VALET

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

DINING HALL

Thousands of Festival attendees will enjoy the comfort and convenience of this expansive indoor dining venue.



Dining Hall

FESTIVAL ART CONTEST

This pre-Festival design competition invites participation from all comers to create an original piece of art with a focus on strawberries. The winning artwork (and naming right sponsor) will enjoy tremendous exposure on Festival-produced advertising and marketing.

SPONSORSHIP NAMING RIGHTS

Cont.



Carnival Rides

FESTIVAL FUN ZONE (CARNIVAL RIDES)

Carnival rides at the Fairgrounds draw huge crowds and satisfy thrill-seekers of all ages. It's a great sponsor affiliation.

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 the Festival's always-busy east, west and south food courts.



Mind Works!

MIND WORKS! FROM GIANT GAMES TO MIND-BENDING CHALLENGES - FUN FOR ALL GENERATIONS

New in 2026 in Strawberryland for Kids, many of the displays in this fun and interactive exhibit are STEM/STEAM-based and involve critical thinking, problem solving, and teamwork. From kids to those who are still kids at heart, Mind Works! is an event that is fun for individuals of all ages.



Festival Food Court

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 enjoys strong online and onsite branding and has the option to provide decal signage for display on the backs or sides of the buses as they roll through Ventura County all weekend long.



Strawberry Fashion on Parade

STRAWBERRY FASHION ON PARADE

Presented daily at the Festival Stage, Strawberry Fashion on Parade will complement the baby fashion show by featuring strawberry-themed attire on adult attendees. New for the Festival's 40th Anniversary celebration, this special event is sure to garner tremendous social media attention during Festival weekend; a great affiliation for the sponsor with this naming right.

California Strawberry Festival

MAY 16 & 17, 2026

GIVING BACK

Now home at the Ventura County Fairgrounds, 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 2025 Festival remained true to this mission by adding significantly to the \$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 2026 California Strawberry Festival, or for more information, please contact:

MARTY LIEBERMAN

marty@liebermanconsulting.net

Cell: 818-512-5892