



Summer Solstice Celebration ~ Santa Barbara, CA

ALAMEDA PARK SOLSTICE FESTIVAL SPONSORS

Alameda Park Festival "Naming" Sponsorships Several sponsorships are available for specific areas of the Alameda Park Festival including the Beer Garden, Main Stage, and Children's Area and Stage.

Festival Main Stage Back Wall

\$15,000 (Sold)

This sponsorship includes logo or name incorporated in mural on backdrop of main stage where the live bands and entertainment happen in Alameda Park

Recognition includes

- Product exclusivity
- Extensive press exposure including – print, radio and television
- Logo placement in Premier Sponsor on website in moving ad on front page of website
- Links to your website
- Prominent Logo placement on 500 merchant posters displayed in local businesses
- 6 VIP Seats for Parade with VIP parking and gift bags
- \$ 200 Cash script for use at festival, food court, and beer/wine garden
- Mentions in two of our email blasts
- Solstice signed poster and Solstice products
- Sponsor announcements and giveaway on main stage on Friday and Saturday events

Festival Main Stage Skirting

\$10,000

Sponsor name and logo on the skirting or by banner on front of main stage both Friday and Saturday.

Recognition includes:

- Extensive press exposure including print, radio, TV
- Logo placement in Premier Sponsor area on website in moving ad on front page of website.
- Links to your website
- Prominent Logo on 500 merchant posters displayed in local businesses
- 4 VIP seats for parade with VIP parking and gift bags
- Solstice signed poster with Solstice products

Friday Evening Festival Party Sponsor

\$5000

Friday evening event features live entertainment and an opportunity for sponsor to have a separate area for their guests at the beer and wine garden for four hours in beer and wine. Free entry for 200 guests and \$500 in food/beverage coupons

Recognition includes: above exclusive party

- Extensive press exposure including print, radio, TV
- Logo placement in Premier Sponsor area on website in moving ad on front page of website
- Links to your website
- Prominent Logo on 500 merchant posters displayed in local businesses

Festival VIP Tent

\$2000

This area serves the musicians and entertainers of the stage. Food and beverage is free to them and to 20 of your guests.

Recognition includes: Signage on the tent or by banner in this high visibility area available.

Children's Area Sponsor

\$5000

Sponsor name and logo on banner on the front of children's area stage on Saturday. This stage provides family entertainment, children's activities, free art projects and much more

Recognition includes:

Extensive press exposure including print, radio, TV

Logo placement in Premier Sponsor area on website in moving ad on front page of website.

Links to your website

Prominent Logo on 500 merchant posters displayed in local businesses