

# Solstice Celebration

SPONSORSHIP  
2026



ILLUSTRATION LARRY VIGOR  
ANTHIA VAN STEIN

Contact: 805-965-3396

[SOLSTICE PARADE.COM](http://SOLSTICEPARADE.COM)





## WHY SPONSOR?

The Summer Solstice Celebration provides new and interesting ways to share your story, showcase your products and services with new audiences in creative and fun ways!

The Festival attracts a wide range of consumers, shines a spotlight on companies who are community-minded, align with positive values like sustainability, and are family friendly. Solstice provides a diverse audience that's willing to hear about you.

The Solstice Celebration brings smiles to nearly 100,000 attendees during the annual Parade and three day free music and arts festival. Tens of thousands of Solstice Parade spectators pour into the Festival on Saturday, our biggest day. Throughout the three days of the Festival are opportunities to generate excitement and market in our community through high visibility photo-ops, activations, special installations, demonstration booths, sampling, give-aways and signage to expose your brand to our market.

***Supporting Solstice is an investment in the revitalization of the downtown business corridor, the health and vibrancy of our community!***



# SANTA BARBARA Summer Solstice CELEBRATION



## OWN A ZONE - OWN A DAY

Imagine tens of thousands of people seeing your name on an amazing entry portal to the Main Festival Zone, FUNtopia Zone, VIP or Kid Zones. If you love music, you can sponsor the stage and lineup for a day. One Plant & KJEE have continued to co-sponsor "Reggae Sunday". Friday & Saturday are still available for 2025!

## ACTIVATIONS & DEMOS



A Premium Sampling Booth at the Festival will give you great hands-on marketing with the opportunity for samples and fun activations. Co-market with us to design some fun giveaways, like fans, masks, bubbles for the bubble flash mob, something that represents your business

## VIP PARTY IN PARK OR PARADE

Have your own Private Party in the Festival, or a VIP section in the Parade, for 20, 50, 100 of your staff, friends, participants. Inquire for details.

**CONTACT:** Penny Little, Executive Director  
805-965-3396, [artstaff@solsticeparade.com](mailto:artstaff@solsticeparade.com)

The Summer Solstice Festival features non-stop entertainment on the Main Stage, the Arts & Craft Village, Food Court, Beer & Wine Garden. DJ area, and second stage in the FUNtopia Zone. Participants have come to expect fun activities like the "Flash Bubble Mob", the Expression Wall, drum circle, silent discos, photo-ops and activities for all ages



## CREATIVE SPONSORS

There are lots of ways to collaborate! If you love art, you can "Adopt an Artist" to do a mural or float which becomes an installation in the Park. You could sponsor an art gallery or "imaginarium" in FUNtopia, performances by artists you love, or the Friday Night OPENING CEREMONY Extravaganza. Sponsor a Junior Artist. Imagine a QR Code on an installation piece from the Parade in the park. You can sponsor SEWING MACHINES in the Workshop with your name on plaques that will live there for the next 210-20 years.

## YOUR IDEAS?





# MARKETING

## SOMETHING TO SMILE ABOUT

Imagine your logo on the Main Stage LED Screen Backdrop - or a float representing your company - bringing smiles to tens of thousands of spectators! Your brand will be front and center. What ideas would you like to bring to our team to meet your marketing goals? Let's see what we can create together!

## KEY BENEFITS

- Custom-designed sponsorship packages to meet your specific marketing goals
- Showcase your brand at Santa Barbara's premier celebration.
- Tax-deductible partnership with 501(c)(3) non-profit organization
- Direct engagement with culturally diverse, environmentally and socially conscious community
- Featured positioning at one of Santa Barbara's largest gatherings
- Organic media coverage through extensive social media sharing and our actively engaged traditional media partners, including KJEE, KEYT, KCSB, TVSB, VOICE Magazine, the SB, EdHat Independent.
- Feature in Festival Guide
- Exclusivity (select packages)
- Enjoy VIP passes and premium parade seating (select packages), and other perks!

All sponsorships are custom and all include logo and banner placements

**SOLSTICE PARADE.COM**



## DEMOGRAPHICS

### ◆ Audience Characteristics:

- Environmentally conscious consumers
- Cultural arts enthusiasts
- Active lifestyle followers

### ◆ Core Segments:

- Baby boomers
- Young professionals
- Tourists
- University students (UCSB/SBCC)

## GEOGRAPHIC REACH

### ◆ Geographic Reach:

- Primary: Santa Barbara, Goleta, Buellton, Ventura, Lompoc, Oxnard
- Secondary: Los Angeles, national and international visitors



# SANTA BARBARA Summer Solstice CELEBRATION



TIER	DESCRIPTION	BALL PARK* <small>Varies with Location / Scope of Project</small>
1.	PRESENTING / MAIN STAGE LED Screen	\$15,000+
2.	OWN A DAY - Friday or Saturday	\$ 9,500+
3.	VIP PARTY IN PARADE OR FESTIVAL	\$ 7,500+
4.	PREMIER BOOTH	\$ 5,000
5.	TEAM BUILDING - Adopt an Artist	\$ 2,500+
6.	CREATIVE - Everything from the Expression Wall to supporting young artists to live music!	\$ 1500



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**PHONE:** 805-965-3396 (office); 805-320-7981 (cell)



# Sponsor Perks

All sponsorships include logos in print and digital media



## PRESENTING \$15,000

- [Your Name] incorporated in mural on the Main Stage Side Banner by Solstice Artist plus TOP Digital LED Screen recognition.
- [Your Name] Festival Stage - Banner along the bottom skirting or Side Banners,
- Premier 10 x 20 Booth & Banner(s) in Prime Location next to stage.
- Full Page Ad in Festival Guide. Ad in Santa Barbara Independent the weeks leading up to the Festival
- 10 VIP Parade Seats, 20 VIP Festival Passes; Swag including T-shirts, posters.
- Feature interview for Legacy Project and eBlast plus extensive social media engagement
- YOUR IDEAS!



## VIP PARTY IN THE PARK \$7,500

- Your own private shaded area in the Park Friday or Sunday or a VIP viewing area for the Parade on Saturday.
- 20 X 10 Booth in Prime Location
- VIP Experience in Festival
- Quarter Page Ad in Festival Guide
- Your Ideas



## DEMONSTRATION BOOTH \$5,000

- Demonstration Booth in Prime Location
- VIP Park Passes
- YOUR IDEAS: Work with us to create fun Festival Audience Activations

## OWN A DAY IN THE PARK \$9,500

- Your Name prominently placed on Kiosks and Banners created by our artists
- 10 X 10 Booth in Prime Location
- VIP Seats for Parade, VIP Passes to Beer & Wine Garden.
- Half Page Ad in Festival Guide; Your Story in Social Media eBlasts
- Collaborate on Entertainment Lineup and Festival
- Sponsor the musicians!
- Audience Activations – your marketing ideas



## CREATIVE SPONSORS

### \$3500 - \$5000 ADOPT an Artist in Residence

- Fee waiver for Workshop for 20+ members of your team, a great team-building experience with artist in residence
- Signage or banner in the Festival on your float
- Extensive social media engagement

### \$1500 SPONSOR a Junior Artist

- Fee waiver for Workshop for 10 members of your team
- Banner in Workshop [sponsor provides banner]
- Extensive social media engagement





# Example of Collaboration with Our Team



## TEAM BUILDING

Bring smiles to thousands of spectators as your ensemble parades down the street! Your giant puppet or float becomes an installation in the Festival representing your business with a QR Code, signage, banners!

For example, in 2022, Strainge Beast Kombucha had the image of their beastly character on their Kombucha label-- as a float in the Parade. The Beast landed in the Beer Garden in the Park as a Photo Op, giving exposure to thousands of potential new customers.

Work with us to design and implement your float or ensemble in our Parade. You can choose to have your team work hands-on with our artists-in-residence during our 2-month Workshop at the CAW as a team-building experience.

### EXPOSURE:

Reach tens of thousands of visitors in the Park, opportunities to interact and spread goodwill with the people of Santa Barbara.





SANTA BARBARA  
**Summer Solstice**  
CELEBRATION



**ELEPHANT PARADE®**  
**WORKSHOP**  
DESIGN & PAINT YOUR OWN ELEPHANT

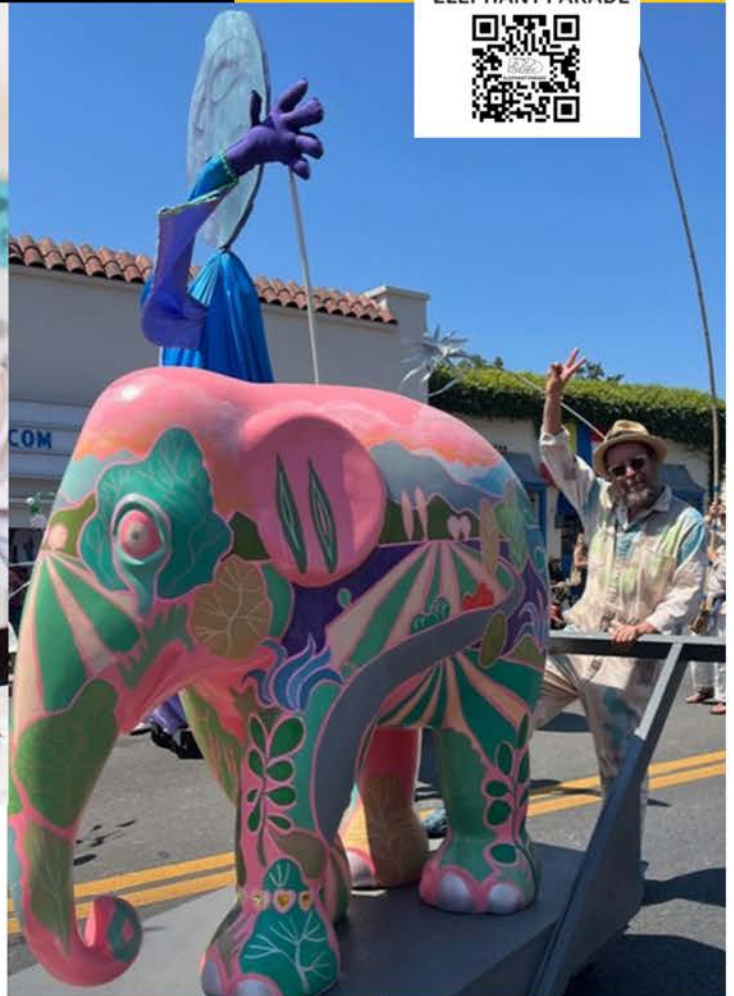


## The ELEPHANTS are coming!

**Solstice Art Box Contest** In 2024, Christopher Noxon won our Art Box Contest (pictured upper right) earning the chance to paint a life-sized elephant for the Solstice Parade. His “Phantasmagorical Landscapephant” premiered in the 2025 Parade and Festival, and is now part of the Elephant Parade® International Herd.

**Painted Pachyderm Parties** Support Solstice by sponsoring 10 Elephant Parade® Art Boxes to be painted by your colleagues, friends, or local artists. For a \$600 tax-deductible donation, you’ll distribute miniature elephants that return to Solstice for a November auction. It’s fun, creative, great for social media, connections and marketing opportunities—and the winning artist may paint a full-sized elephant! *Inquiring minds: [artstaff@solsticeparade.com](mailto:artstaff@solsticeparade.com)*

**Bring the Elephant Parade®** to Santa Barbara in 2026! Join this global public art movement that boosts tourism, supports local businesses, delights thousands, and raises awareness for elephant conservation. Together, we can elevate Santa Barbara as an international cultural destination! *Contact: Penny Little: 805-965-3396*



**[solsticeparade.com](http://solsticeparade.com) • [elephantparade-usa.com](http://elephantparade-usa.com)**