

SANTA BARBARA
Summer Solstice
CELEBRATION

SPONSORSHIP

2025



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! Banners on the Stage!

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

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, Sponsor a Junior Artist. Sponsor a Senior 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* Varies with Location / Scope of Project
1.	PRESENTING & MAIN STAGE	\$15,000+
2.	OWN A DAY - Friday or Saturday	\$ 8,500+
3.	VIP PARTY IN PARADE OR FESTIVAL	\$ 6500+
4.	PREMIER BOOTH	\$ 5,000
5.	TEAM BUILDING - Adopt an Artist	\$ 3,500+
6.	CREATIVE - Everything from the Expression Wall to supporting live music, or supporting a Junior Artist	\$ 1500+



CONTACT: Penny Little, Executive Director **EMAIL:** artstaff@solsticeparade.com
PHONE: 805-965-3396 (office); 805-320-7981 (cell)

Sponsor Perks

All Sponsorships include logos in print and digital media



PRESENTING \$15,000

- POSSIBILITIES: [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 \$6,500+

- 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

- POSSIBILITIES: 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 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, Strange 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.

