

— SANTA BARBARA —  
Summer Solstice Celebration



50<sup>th</sup>  
Anniversary

June  
2024



50<sup>th</sup>  
ANNIVERSARY

— SANTA BARBARA —  
Summer Solstice Celebration  
What's Happening 2024!

Theme:  
Flights of Fancy



## PARADE

Saturday June 22, NOON  
Ortega & Santa Barbara Streets

### CommUnity Zone

Artists, Artisans, Cultural Organizations.  
Displays of Art and Culture, Non-Profits

### Children's Zone

Youth & Family Centered Activities,  
Booths, Children's Parade on Sunday

## FESTIVAL

Friday, Saturday, Sunday June 21-23  
Music Arts & Crafts, Food Court, Beer  
& Wine Garden, Main Stage, Drum  
Circle, DJ Area, Activations & more!

### CommUnity Stage

Stage shared by Children's Zone &  
Arts and Culture Zone, Performances  
by and for youth and families, ethnic  
music & dance, storytelling

## WORKSHOP

631 Garden Street • Opens May 2023  
Wednesday - Friday 3-8 pm •  
Saturday - Sunday Noon to 6 pm



## CONTACT

[Solstice@solsticeparade.com](mailto:Solstice@solsticeparade.com)

805-965-3396



Get involved: [Solsticeparade.com](http://Solsticeparade.com)

# Celebrate!

Summer Solstice 50<sup>th</sup> "JUBILEE" Celebration

**SUMMER SOLSTICE CELEBRATION** is the largest arts event in Santa Barbara County, drawing crowds of over 100,000 parade spectators from around the world. There are 50,000+ attendees to the 3-day Arts & Music Festival. More than 2,000 volunteers transform downtown Santa Barbara into a vibrant splash of color, music and dance, bringing the community together through the arts.

**SOLSTICE WORKSHOP 631 Garden Street, May through June, 2024**

At the Solstice Workshop we invite all members of our community to participate, of all ages, economic and ethnic backgrounds, mental and physical abilities, to work with our team professional artists and production staff. Participants use our tools and supplies, to create original works of art.

**SOLSTICE PARADE June 22, Noon at Santa Barbara & Ortega Streets**

The Solstice Parade is a spectacular celebration of the arts, community and the longest day of the year which showcases the artistic talents of the SB Community. The Solstice Parade has always been a "green" event by continuing the tradition of magically transforming ordinary objects into extraordinary works of art.



**SOLSTICE 50th Anniversary FESTIVAL. Friday, Saturday Sunday, June 21-23**

- Three days of free entertainment on the Main Stage & CommUnity Stage
- Parade spectators follow the Parade on Saturday to the Festival in the Park.
- Activities for all ages, a Children's Zone, Arts and Culture Zone, CommUnity Zone
- Beer and Wine Garden, food booths, arts and crafts from local artisans, and crafts from around the world.

# SPONSORSHIPS

## \$15,000 - 25,000+ Presenting & Legacy

- {Your Name} Festival Stage Banner along the bottom skirting \$10,000
- [Your Name] Festival Stage name incorporated in mural for the Main Stage by Solstice Artist Backdrop \$15,000; or
- {Your Name} Side Banners along the sides of stage \$7,000
- Premier Booth in Prime Location by Main Stage or Center of the Universe \$5,000
- Media exposure including print, radio, television, social media; logo on banners, r t-shirts, website, ads, banners and kiosk posters in the park and workshop, Page in Festival Guide.
- Opportunity to be highlighted as a key partner in shaping the future of Solstice in community outreach events and meetings throughout the year.
- YOUR IDEAS! : "Festival Audience Activations" Samplings, etc.
- VIP Park Passes, plus 2 Green Room passes
- Feature interview for Legacy Project, plus Your Story in social media and multiple eblasts.
- Speak from main stage; before Friday, Saturday or Sunday events
- Be in the Parade on the Dignitaries Float

## \$7,000 - \$10,000+

### OWN A ZONE OWN A DAY in the Park

- Your name and logo on Entrance Portal welcoming attendees to the Park. "Solstice & [Your Name] welcome you to the 50<sup>th</sup> Anniversary Celebration; or
- Sponsor the programming for a Day in the Park, on Friday, Saturday or Sunday; or.
- Own a VIP Area in the Parade or Beer and Wine Garden; or
- YOUR IDEAS: "Festival Audience Activations"
- \*10 x 10 Booth in prime location
- VIP Park Passes, VIP Parade Seats\*
- Media exposure including print, social media, radio logo on website, ads, banners in the park & workshop
- Logo in Festival Guide
- Your Story in Social Media eblasts.

\* Number of VIP passes are limited and based upon sponsor level

## \$3500-\$7,000

### PREMIER Sponsor SAMPLING BOOTH

- Demonstration Booth in Prime Location; or
- \* [Your Name] on Banner Entrance to Children's Zone or CommUnity Zone
- VIP Seats for Parade\*
- VIP Park Passes\*
- Media exposure including print, social media, radio ; logo on website, ads, banners in the park & workshop
- Logo in Festival Guide
- Your Story in Social Media eblasts "Spotlight on Sponsors" (stories and people involved in supporting arts in our community]
- You provide your materials or samples to hand out with your info

\* Number of VIP passes are limited and based upon sponsor level



## \$2500 - \$5,000 TEAM BUILDING "CREATIVE Sponsor"

- Fee waiver for Workshop for members of your team, a great team-building experience with artist in residence
- Booth in Park
- VIP Seats for Parade\*
- Logos, media exposure including print, social media and radio
- Banner in Workshop
- The knowledge that you are helping produce the largest arts festival in Santa Barbara County by supporting the arts and artists in our community as well as underserved and talented young artists



# THE PARADE

The 50<sup>th</sup> Anniversary Parade will be Saturday June 22, at noon  
Santa Barbara & Ortega Streets



Nearly 100,00 locals and visitors from afar gather to celebrate this spectacular people-powered parade.

On the Saturday closest to the actual Summer Solstice, the Parade begins at Ortega and Santa Barbara Streets. The crowd then pours into the Festival in the Park.

The Solstice Parade has always been a “green” event by continuing the tradition of magically transforming ordinary objects into works of art, floats, giant puppets, masks and costumes, that are eventually seen floating down the Parade route or adorning parade participants. Every year, the Pass the Hat Ensemble features fancifully costumed dignitaries from the City, including the Mayor and City Council

Everyone is welcome to join the parade - walk, dance and play with us!



# THE WORKSHOP

The core of Solstice is the two-month Workshop where we invite the community to create the Parade working with our paid team of artists-in-residence, mask-makers, giant puppet makers, float builders, designers, techies, costumers,, using Solstice tools and materials, to create their visions for the Parade. All our welcome



The Workshop is open from May through Parade Day in June. Its located in the Community Arts Workshop (the CAW) at 631 Garden Street in downtown Santa Barbara

**Workshop Hours:** Wed.-Fri. 3-8 pm • Sat. Sun. Noon to 6 pm

**Where Vision Becomes Realities**

Summer Solstice

# THE FESTIVAL





# THE FESTIVAL

*"The greatness of a culture can be found in its festivals."*



## FESTIVAL AT A GLANCE:

-Siddharth Katragadd

- Located in Santa Barbara, CA – the “American Riviera”
- Biggest arts festival in tri-county area.
- Over 100,000 Parade spectators plus 50,000+ Festival attendees
- \* Spectators pour into the Park following the spectacular Parade Finale!
- Free Admission
- Two stages with continuous live performances from local and regional favorites, sometimes with surprise appearances from local celebrities!
- CommUnity Stage in the Children’s Festival Zone features ethnic music & dance, Solstice performers, art, games activities for all ages
- “Solstice is best party in Santa Barbara!”
- Dozens of Food Booths serving a wide variety of great food
- Artists & Artisans from around the world



**Own a Zone!** Arts & Craft Zone, Main Stage Zone, Beer & Wine Garden. Legacy Zone, VIP Zone, Children’s Zone, Cultural Zone, the CommUnity Zone for non-profits and local businesses, Drum Circle, DJ Zone, Local Business Zone, Fine Arts Area, Healing Zone, the Earth Zone, sponsored Portals & Banners



# REACH THOUSANDS OF PEOPLE *while having fun!*

## CONNECT WITH OUR COMMUNITY

Our audience likes to have fun, have good drinks! Connect in one of the biggest parties in Santa Barbara! Our audience are people who like:

VIP Premier Access

Time for Family

Time Away From Family

Dancing, Art & Popular Music

Healthy Living

Community



SANTA BARBARA DEMOGRAPHICS: About half of our audience reflects the local demographic

- Between 2019 and 2020, the Median household income in Santa Barbara grew from \$76,606 to \$81,618, a 6.54% increase.
- In 2020, the median property value in was \$1.08M, and the homeownership rate was 41.3%.
- The average car ownership is 2 cars per household.
- Our attendees are diverse and represent the Santa Barbara community: university students (UCSB / SBCC), professionals, families with small children, baby boomers,
- The majority of local attendees are from Santa Barbara, Goleta. Buellton, Ventura, Lompoc, Oxnard, Los Angeles

Solstice is a green parade; our audience is kin to the Earth Day crowd: environmentally conscious, socially and culturally aware, families with school age children, people interested in sustainable resources. These are important values to our audience.

Santa Barbara is a tourist destination. During Solstice weekend, hotels are sold out with guests from all around the world, restaurants are filled; there are thousands of tourists shopping at local businesses.

Creative ways to present who you are . . .

Summer Solstice Celebration has thousands of followers on Facebook and Instagram. Our mailing list has thousands of engaged subscribers with an average **46% open rate**. We actively share stories about Solstice, the community, and our supporters. We can engage with and leverage those connections for our mutual benefit.

## Your support goes to programs And generates tourist dollars!

The Summer Solstice Celebration brings in a conservative estimate of \$2,000,000 in tourist revenues to businesses in Santa Barbara. Between 50,000 and 60,000 spectators pour into the Park after the Parade. Parade and Workshop participants spend thousands of dollars at local businesses, like Home Improvement, Hayward, Art from Scrap, Grant House Sewing Machines and many others.

805-965-3396

[solstice@solsticeparade.com](mailto:solstice@solsticeparade.com)





# CREATE WITH US

- The Solstice Celebration is a great opportunity for community businesses, corporate partners, and media outlets to share your story, your products, your services with our audience.
- Every sponsorship is custom. We don't use stock packages; we want to create something designed just for you, to help you achieve your marketing or outreach goals. All sponsorship levels include logo, banner placement, media and social media, eblasts, Some get VIP passes and Parade Seating and more!!
- To learn more, call our Executive Director Penny Little at 805-320-7981 (cell) or office 805-965-3396.

*The Solstice Celebration is 501c3 non-profit, community- oriented organization dedicated to multi-cultural visual, performing and community arts.*





## Own a Zone    Own a Portal Own a Day in the Park



**\$5,000 - \$15,000**

Each of the entrances to the Park can feature banners or portals, made by our artists in residence or guest artists. Luke Holden designed and built the portal to the CommUnity Zone sponsored in 2023 by Santa Barbara Beautiful. The CommUnity Stage backdrop was sponsored by the Santa Barbara Bowl.

### Benefits Include:

- VIP Seats for Parade
- VIP Park Passes plus Green Room Passes
- Feature interview for the Legacy Project, plus Your Story in social media and eblasts.
- Speaking opportunity from the Main Stage before Friday and Saturday events
- Participation in the Parade with the Dignitaries Float
- Media exposure, logos on banners in Park, in print and digital media.

- Your name will be on an entrance portal welcoming attendees to the Park.  
"Solstice & [Your Name] welcome you to the 50<sup>th</sup> Anniversary Celebration."

Zones with Portals include:

- Arts and Culture Zone
- Children's Zone
- Beer & Wine Garden
- Community zone - Stage
- More, check out the map!





# Artist Mentorship Programs

Jethro Davis Junior Artist Program • Artist Apprenticeships  
CALL 805-965-3396 • [juniorartists@solsticeparade.com](mailto:juniorartists@solsticeparade.com)





- Fee waiver for Workshop for members of your team including team-building experience with artist in residence
- Table or booth in the Roots of Culture Zone
- VIP Seats to watch the Parade
- Personal Interview: "Your story" in an eBlast in addition to media exposure including print, social media and radio
- Banner in the Workshop
- Logo on Festival Banner, website and in The Workshop Book
- The knowledge that you are keeping the arts and an artist alive in Santa Barbara

## TEAM BUILDING EXPERIENCE: ADOPT AN ARTIST

\$3500 - \$7,500

Solstice has had Artist-in-Residence sponsors with a variety of companies, including Citrix, Mentor Corporation, and Wells Fargo Bank, among others. These organizations have brought their teams into the workshop to work alongside artists-in-residence on the construction of a parade float or ensemble.

Your support will enable us to offer scholarships to underserved youth.. Working in this creative and collaborative atmosphere will inspire team building and bring community awareness to your company, in new and fun ways.

Be part of creating a joyful platform which brings our diverse community together. Promote and support artists, artisans, youth, performers, entrepreneurs, gig workers, and local businesses like yourself by adopting an artist!

*It's more than a parade and festival - It's community & connection!*

# THE LEGACY PROJECT

Preserving the legacy and expertise of Solstice artists in the celebration arts will guarantee Solstice has a new generation of artists to carry on this magical tradition.







# THE LEGACY PROJECT

Support the legacy of the Celebration Arts and Summer Solstice in Santa Barbara for generations to come.

- Solstice is collaborating with the Santa Barbara Historical Museum to prepare an exhibition in 2024 to recognize and celebrate our 50-year history in Santa Barbara.
- We've begun collecting interviews at the Historical Museum with some of the founders of Solstice.
- During the 2023 Festival, TVSB collected interview video footage of Solstice stories and memories in the Solstice Story Booth.
- Solstice is assembling archival materials, interviews, videos and images of people who have been involved throughout the years, current artists and team members sharing their techniques and tips.
- We are also creating the Workshop Hand Book with a with policy, tips and techniques for youth, artists, costumers, mask makers, giant puppet makers, float builders, production techies, performance artists.
- The Legacy also includes your story; your support for the arts
- Your support will help cover the costs of interviews, hosting, material costs, video editing, post-production, staffing, training, staffing.
- Also part of the Legacy Project is our Artist Mentorship Program to train a new generation of artists in the Celebration Arts.

[www.solsticeparade.com](http://www.solsticeparade.com)



SANTA BARBARA  
*Summer Solstice Celebration*  
2023 Sponsors



Summer Solstice Sponsors



City of Santa Barbara • Art from Scrap • A Litter Free Event

