



SPONSORSHIP INFORMATION

FACTS, BENEFITS & DEMOGRAPHICS

FACTS

Attracting 40,000 people in a single weekend, the California Poppy Festival™ represents an unmatched opportunity to promote your products and win new customers. Back this year at its new location: The Antelope Valley Fair and Event Center. This award-winning Festival has been featured in The Boston Globe, CNN Local Edition, Travelocity, AAA Westways Magazine, Women's Day, and many other prominent publications. Today, the California Poppy Festival™ has evolved into a celebration of vivid visuals, sumptuous scents, tantalizing tastes, and prodigious performances that delight visitors of all ages.

BENEFITS

The California Poppy Festival™ is a proven venue for attracting new clients, with a sponsor retention rate of 90% over the past six years. Event marketing allows you to interact with potential customers and form profitable long-term relationships. Sponsorship packages can be customized based on your unique goals and may include the following:

- Online Outreach to Over 50k Residents
- Print Advertising
- Area/Stage Signage
- Event Tickets
- Exhibit Space
- In-Kind Trade
- Product Distribution
- Promotional Giveaways
- PA Announcements
- Website Traffic
- and so much more!

DEMOGRAPHICS*

\$84,486 Average Income
30% Anglo • 5% Asian • 41% Hispanic
21% African American • 3% Other

*2021



LIVE MUSIC • ANIMALS •
HEALTHY LIVING • FARMERS
MARKET • BEER GARDEN • FOOD
• CAR SHOW • ARENA EVENTS •
INTERACTIVE DISPLAYS



CALIFORNIA POPPY FESTIVAL™ SPONSORSHIP PACKAGES

LEVELS AND BENEFITS

	\$15,000	\$10,000	\$7,500	\$5,000
Tagged and mentioned in City of Lancaster social media promotions and press releases related to the California Poppy Festival™	✓	✓	✓	✓
California Poppy Festival™ media kit	✓	✓	✓	✓
In-venue stage announcements during the festival	announcements at every stage, 36 total	15 announcements at select stages	limited announcements at select stages	limited announcements at select stages
Complimentary tickets to include: VIP area, arena events and single-day general admission	15 VIP 20 Arena Tickets (per event) 150 GA	10 VIP 10 Arena Tickets (per event) 100 GA	8 VIP 4 Arena Tickets (per event) 75 GA	6 VIP 50 GA
Company logo and/or name included on AV Fair & Event Center app	Prominent Logo	Logo and/or Name	Name Only	Name Only
Company mention and/or website link on City of Lancaster and AV Fair & Event Center webpage	Prominent Logo	Logo and/or Name	Name Only	Name Only
Outfitted exhibit space in sponsor area - includes electricity, tables, chairs, tent, and banner	10x20 space	10x10 space	10x10 space	
Company logo and/or name printed on three (3) sponsor banners in prominent area in venue	Prominent Logo	Logo		
Three (3) sponsor specific thank you posts on City of Lancaster social media	2 prior to event 1 post event			

Opportunities to sponsor over \$15,000 with additional benefits are available. Options to sponsor under \$5,000 or a la carte are also available. All sponsorship contracts will be direct with the City of Lancaster.

All sponsors will receive performance metrics post event.