



SPONSORSHIP INFORMATION

FACTS, BENEFITS & DEMOGRAPHICS

FACTS

Attracting approximately 40,000 - 60,000 people in a single weekend, the California Poppy Festival™ represents an unmatched opportunity to promote your products and win new customers. This award-winning festival has been featured in The Boston Globe, CNN Local Edition, Travelocity, AAA Westways Magazine, Women's Day, ABC7 and many other prominent publications. Today, the California Poppy Festival™ has evolved into a celebration of vivid visuals, sumptuous scents, tantalizing tastes, and powerful performances that delight visitors of all ages. Save the date: April 25-27, 2025 at the AV Fair & Event Center.

BENEFITS

The California Poppy Festival™ is a proven venue for attracting new clients. 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 80k+ Residents
- Print Advertising
- Area/Stage Signage
- Event Tickets
- Exhibit Space
- In-Kind Trade
- Product Distribution
- Promotional Giveaways
- Stage Announcements
- Website Traffic
- and so much more!

DEMOGRAPHICS *

\$85,470 Average Income
30% Anglo • 4% Asian • 22% African American
27% Other • 16% Two or more
47% Hispanic/Latino

*The reported data does not sum up to 100% as the dataset distinguishes Hispanic/Latino into its own distinct category

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





CALIFORNIA POPPY FESTIVAL™ SPONSORSHIP PACKAGES

LEVELS AND BENEFITS

	\$10,000	\$7,500	\$5,000
California Poppy Festival™ media kit	✓	✓	✓
In-venue stage announcements during the festival	✓	✓	✓
Mentioned in City of Lancaster's press release related to the California Poppy Festival™	✓	✓	—
Single sponsor specific thank you posts on City of Lancaster social media	✓	---	---
Company logo and/or name printed on sponsor banners in prominent area in venue	Logo	Logo	Logo
Outfitted exhibit space in sponsor area - includes electricity, tables, chairs, tent, and banner	10x10 space	10x10 space	10x10 space
Complimentary tickets to include: VIP area, arena events and single-day general admission	12 VIP 10 Arena Tickets (per event) 100 GA	8 VIP 4 Arena Tickets (per event) 75 GA	6 VIP 50 GA
Tagged in City of Lancaster social media promotions related to the California Poppy Festival™	2 posts	1 post	—
Company logo and/or name included on AV Fair & Event Center app	Logo	Name Only	—
Company mention and/or website link on City of Lancaster and AV Fair & Event Center webpage	Logo + link	Name Only	—

Opportunities to sponsor over \$10,000 with additional benefits are available.

All sponsorship contracts will be direct with the City of Lancaster.

All sponsors will receive performance metrics post event.

Media submission deadline: March 12, 2025. All media assets subject to change.