

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.

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 datas distinguishes Hispanic/Latina into its own distinct category

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

BENEFITS

Website Traffic and so much more!

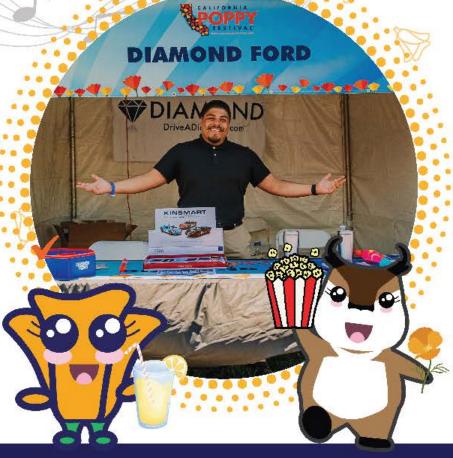
The California Poppy Festival™is a proven venue for attracting new clients. Event marketing allows you to interact with potential customers and form profitable long-term relationships. Sponsorship packages can be customized based on your unique goals and may include the following:

Online Outreach to 80k+ Residents **Print Advertising** Area/Stage Signage **Event Tickets Exhibit Space** In-Kind Trade **Product Distribution Promotional Giveaways** Stage Announcements











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.