



# SPONSORSHIP INFORMATION

## FACTS, BENEFITS & DEMOGRAPHICS

### FACTS

Attracting approximately 40,000 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 19-21, 2024 at the Antelope Valley Fair & Event Center.

### 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
- 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™



The City of Lancaster  
in Partnership with the  
AV Fair & Event Center

# CALIFORNIA POPPY FESTIVAL™ SPONSORSHIP PACKAGES

## LEVELS AND BENEFITS

Sponsor Tier	Pricing	Deliverables
<b>Poppy Partner</b>	<b>\$15,000</b>	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, Complimentary tickets to include: 15 VIP area, 20 arena events and 150 single-day general admission, Company logo and/or name included on AV Fair & Event Center app, Company mention and/or website link on City of Lancaster and AV Fair & Event Center webpage, 10x20 Outfitted exhibit space in sponsor area - includes space, electricity, tables, chairs, and banner, Company logo and/or name printed on three (3) sponsor banners in prominent area in venue, Three (3) sponsor specific thank you posts on City of Lancaster social media, :30s radio (piggybacked)
<b>Petal Patron</b>	<b>\$10,000</b>	Tagged and mentioned in City of Lancaster social media promotions and press releases related to the California Poppy Festival™, Access to the California Poppy Festival™ media kit, In-venue stage announcements during the festival, Complimentary tickets to include: 10 VIP area, 10 arena events and 100 single-day general admission, Company logo and/or name included on AV Fair & Event Center app, Company mention and/or website link on City of Lancaster and AV Fair & Event Center webpage, 10x10 Outfitted exhibit space in sponsor area - includes space, electricity, tables, chairs, and banner, Company logo and/or name printed on three (3) sponsor banners in prominent area in venue, Three (3) sponsor specific thank you posts on City of Lancaster social media, :30s radio (piggybacked)
<b>Floral Fiesta Financer</b>	<b>\$7,500</b>	Tagged and mentioned in City of Lancaster social media promotions and press releases related to the California Poppy Festival™, Access to the California Poppy Festival™ media kit, In-venue stage announcements during the festival, Complimentary tickets to include: 8 VIP area, 4 arena events and 75 single-day general admission, Company logo and/or name included on AV Fair & Event Center app, Company mention and/or website link on City of Lancaster and AV Fair & Event Center webpage, 10x10 Outfitted exhibit space in sponsor area - includes space, electricity, tables, chairs, and banner, Company logo and/or name printed on three (3) sponsor banners in prominent area in venue, Three (3) sponsor specific thank you posts on City of Lancaster social media
<b>Blooming Backer</b>	<b>\$5,000</b>	Tagged and mentioned in City of Lancaster social media promotions and press releases related to the California Poppy Festival™, Access to the California Poppy Festival™ media kit, In-venue stage announcements during the festival, Complimentary tickets to include: 6 VIP area and 50 single-day general admission, Company logo and/or name included on AV Fair & Event Center app, Company mention and/or website link on City of Lancaster and AV Fair & Event Center webpage, 10x10 Outfitted exhibit space in sponsor area - includes space, electricity, tables, chairs, and banner, Company logo and/or name printed on three (3) sponsor banners in prominent area in venue
<b>Sunshine Supporter</b>	<b>\$2,500</b>	Access to the California Poppy Festival™ media kit, In-venue stage announcements during the festival, Complimentary tickets to include: 4 VIP area and 25 single-day general admission, 10x10 Outfitted exhibit space in sponsor area - includes space, electricity, tables, chairs, and banner, Company mention and/or website link on City of Lancaster and AV Fair & Event Center webpage, Company logo and/or name printed on three (3) sponsor banners in prominent area in venue

Opportunities to sponsor over \$15,000 with additional benefits are available. Options to sponsor under \$2,500 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.

Media submission deadline: March 21st. All media assets subject to change.