

SANTA BARBARA
Summer Solstice
CELEBRATION



SPONSORSHIP

2025





WHY SPONSOR?



The Summer Solstice Celebration provides new and interesting ways to share your story, showcase your products and services with new audiences in creative and fun ways!

The Festival attracts a wide range of consumers, shines a spotlight on companies who are community-minded, align with positive values, like sustainability, and are family friendly. Solstice provides a diverse audience that's willing to hear about you.

Tens of thousands of Solstice Parade spectators pour into the Festival on Saturday, our biggest day. Throughout the three days of the Festival are opportunities to generate excitement and market in our community through high visibility photo-ops, activations, special installations, demonstration booths, sampling, give-aways and signage to expose your brand to our market.

Supporting Solstice is an investment in the revitalization of State Street and the downtown business corridor, the health and vibrancy of our community!

MARKETING

SOMETHING TO SMILE ABOUT

Imagine your logo on the Main Stage LED Screen Backdrop - or a float representing your business or organization bringing smiles to tens of thousands of spectators! Your brand will be front and center. What ideas would you like to bring to our team to meet your marketing goals? Let's see what we can create together! Our actively engaged media partners include radio, tv, local print and online outlets!

KEY BENEFITS

- Custom-designed sponsorship packages to meet your specific marketing goals
- Showcase your brand at Santa Barbara's premier celebration.
- Tax-deductible partnership with 501(c)(3) non-profit organization
- Direct engagement with culturally diverse, environmentally and socially conscious community
- Featured positioning at one of Santa Barbara's largest gatherings
- Organic media coverage through extensive social media sharing and actively engaged traditional media partners
- Feature in Festival Guide
- Exclusivity (select packages)
- Enjoy VIP passes and premium parade seating (select packages), and other perks!

All sponsorships are custom and all include logo and banner placements/

GEOGRAPHIC REACH

- ◆ **Geographic Reach:**
- Primary: Santa Barbara, Goleta, Buellton, Ventura, Lompoc, Oxnard
- Secondary: Los Angeles, National and International tourists



DEMOGRAPHICS

◆ Audience Characteristics:

- Median household income: \$77,833
- High disposable income (41.3% homeownership)
- Multi-vehicle households (avg. 2 cars)
- Environmentally conscious consumers
- Cultural arts enthusiasts
- Active lifestyle followers

◆ Core Segments:

- Baby boomers
- Young professionals
- Families with children
- * Tourists
- University students (UCSB/SBCC)



[SOLSTICE PARADE.COM](http://SOLSTICEPARADE.COM)

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OWN A ZONE - OWN A DAY

Imagine tens of thousands of people seeing your name on an amazing entry portal to the Main Festival Zone, FUNtopia Zone, VIP or Kid Zones. If you love music, you can sponsor the stage and lineup for a day. One Plant has continued to co-sponsor "Reggae Sunday" which is a growing event. Friday & Saturday are still available!

DEMONSTRATIONS & ACTIVATIONS



A Premium Sampling Booth at the Festival will give you great hands-on marketing with the opportunity for giveaways and samples through fun activations. Above is an example of a photo-op. Imagine a QR Code on an installation piece from the Parade in the park

CONTACT

CONTACT: Penny Little, Executive Director
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The Solstice Celebration brings smiles to nearly 100,000 attendees during the annual Parade and three day free music and arts festival. The Festival features non-stop entertainment on the Main Stage, an Arts & Craft Village, Food Court, Beer & Wine Garden. DJ area, and new FUNtopia Zone. Participants have come to expect fun activities like the "Flash Bubble Mob", the Expression Wall, drum circle, silent discos, photo-ops and activities for all ages.



CREATIVE SPONSORS



There are lots of ways to collaborate! If you love art, you can sponsor an artist to do a mural or float which becomes an installation in the Park. You could sponsor an art gallery or "imaginarium" in FUNtopia, performances by artists you love, or your favorite band.

YOUR IDEAS?



Collaborate with Our Team



TEAM BUILDING

Bring smiles to thousands of spectators as your ensemble parades down the street! Your giant puppet or float becomes an installation in the Festival representing your business with a QR Code, signage, banners!

For example, in 2022, Strange Beast Kombucha had the image of their beastly character on their Kombucha label-- as a float in the Parade. The beast landed in the Beer Garden in the Park as a Photo Op, giving exposure to thousands of potential new customers.

Work with us to design and implement your float or ensemble in our Parade. You can choose to have your team work hands-on with our artists-in-residence during our 2-month Workshop at the CAW as a team-building experience.

EXPOSURE:

Help achieve your marketing goals! Reach tens of thousands of visitors in the Park, opportunities to interact and spread goodwill with the people of Santa Barbara.

WELCOME TO
STRANGE DAYS
THE SUMMER OF STRANGE

JUN 23 | 4-10PM

STRANGE BOOCH CRAWL

PRESENTED BY

STRANGE BEAST

BOOCH CRAWL STOPS:
THE RED PIANO
THE JAMES JOYCE
O'MALLEY'S BAR

SIERRA NEVADA BREWING CO.
NATURAL & ORGANIC
STRANGE BEAST
HARD KOMBUCHA
40%
BIG FLAVOR - LITTLE BITE
100
CALORIES PER CAN
WATERMELON, SEA SALT,
LIME & MINT

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LEVEL	Description	BALL PARK* DVaries with Location / Scope of Project
1.	PRESENTING	\$25,000+
2.	MAIN STAGE Backdrop	\$12,500
3.	MAIN STAGE Skirting, Banners	\$ 7,500
4.	PREMIER BOOTH	\$ 5,000+
5.	COMMUNITY STAGE	\$ 3,750
6.	PORTALS, KIOSKS, Own a Zone	\$ 3,500+
7.	TEAM BUILDING - Adopt an Artist	\$ 2500+
8	CREATIVE -Everything from the Expression Wall to supporting live music!	\$.1500+



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