



Summer Solstice Celebration & Festival

The Summer Solstice Parade, now in its 34th year, is Santa Barbara's largest arts event, drawing crowds of over 100,000 spectators from around the world. From humble beginnings, Summer Solstice Celebration has evolved into a parade of creative and original floats, whimsical costumes and masks, with more than 1,000 parade participants, of all ethnic and economic backgrounds. There is dancing, music, drumming and drama to enthrall the spectators. The Alameda Park festival opens Friday evening with an evening of live music and performance to kick off the Solstice weekend. On Saturday, following the parade on State Street, the festivities continue in Alameda Park where everyone can enjoy live entertainment, music, food, fine arts and crafts from around the world, a drum circle, a children's festival and more. As a 501(c)3, nonprofit community organization, Summer Solstice Celebration, Inc has become a year round organization, celebrating life through art by encouraging participation in the arts through events and education.

Festival Dates & Times:

Friday, June 20, 2008 4:00pm to 8:00pm
Saturday, June 21, 2008 12:30pm to 8:00pm

Admittance to the two-day festival is free.

Demographics *(based on several years of professional surveys.)*

Age	1-21	10%
	21-29	35%
	30-40	45%
	50+	10%

Male 55%
Female 45%

Income	\$25,000 - \$49,000	= 20%
	\$50,000 - \$75,000	= 30%
	\$75,000 - \$100,000	= 40%
	Over \$100,000	= 10%

From	Santa Barbara County	55%
	Ventura County	20%
	Los Angeles County	15%
	Tourist	10%

Expedited attendance over three days = 80,000 - 100,000 *(based on past history)*

Sponsorship Contact: Stephen@meifestivals.com
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