



You are invited to become a sponsor of the 2008

Summer Solstice Celebration & Festival

Friday, June 20, 4pm to 8pm

Saturday, June 21, 12:30pm to 8pm

The two day festival is a community celebration with continuous live music by local and international artists; delicious foods and beverages from local restaurants, caterers and non-profit groups; an arts and crafts boutique with more than 60 artisans and craftsmen; a large "drum circle" formed by parade participants and anyone who cares to join in the beat. The wonderful floats from the parade are also on display. A special children's area features a stage with storytellers, musicians, drama, and mimes.

Sponsorship Opportunities

The following Solstice Festival sponsorship packages are pre-designed and ready to implement. Custom sponsorships are also available to suit specific marketing needs. Sponsorships feature benefits, such as newspaper and radio tie-ins, VIP passes, souvenir posters, website linkage, and various festival signage opportunities. For a complete description and details of any of these opportunities or to discuss a custom sponsorship, please call our Festival Consultant, Stephen Millard at 805-884-1881 or toll free at 800-538-1881.

Sponsorship Opportunities Continued...

PRESENTING SPONSOR (exclusive in your Sponsor Category):
Investment \$25,000

Your company name and/or logo are incorporated into the Solstice Festival name in all festival advertising and customized promotional efforts throughout the year including a major web link from the festival website. Obtain direct exposure to more than 60,000 consumers, on-site, and thousands more in the Southern and Central California Coast regions through an aggressive newspaper, radio, and on-site media campaign, as the exclusive presenting sponsor. On-site entitlements are provided during the festival to include display pavilions for company products and/or services, main-stage and ample venue signage, frequent acknowledgments from the Master of Ceremonies, and a VIP hospitality area with seating for your special guests.

MAJOR SPONSOR: Investment \$10,000

This focused approach provides on-site benefits tailored to your event marketing objectives that will take advantage of your interaction with thousands of qualified consumers. Solstice Festival major sponsor entitlements include display pavilions for company products and/or services, venue signage, regular acknowledgments from the Master of Ceremonies, a VIP hospitality area seating for your special guests, company logo recognition on all printed promotions, and a web link from the festival website.

ACTIVITY SPONSOR: Investment \$5,000

As an "Activity Sponsor," your company name will be associated with a specific activity area within the selected festival. Selected activity promotion will include recognition of your company's sponsorship in print and selected radio spots, signage within activity area, exhibit space, and linkage from the festival website. Activity sponsorship includes options such as the Children's Stage.

Sponsorship Opportunities Continued...

ENTERTAINMENT SPONSOR: Investment ranges from \$1,000 to \$5,000

Solstice Festival will showcase, regional, and local performing artists. Companies can sponsor or underwrite directly a particular performer or a series of performances. The sponsor's name will be announced by a professional Master of Ceremonies as the sponsor of the chosen groups and your guests will enjoy access to the VIP hospitality area. The sponsor's name or logo will be prominently displayed on the stage or in the performance area. All printed material promoting the performance times will be listed as "Made possible by (sponsoring entity)."

PRODUCT SAMPLING: Investment \$3,000

This is a great way to increase local awareness and sales for your product(s). Provide samples to thousands of festival-goers. Solstice can also provide enthusiastic demonstrators, allowing you to reduce your costs and the amount of burdensome details you would need to deal with to organize your sampling efforts. Product-type exclusivity is offered, but limited to sampling sponsors.

CONSUMER LIFESTYLE PAVILION: Investment \$20 per square foot or \$2000 for a 10' x 10' pavilion

Solstice Consumer Lifestyle Pavilions provides an exciting forum to promote and demonstrate products or distribute information about your company. The covered lifestyle pavilions come equipped with electricity, lighting, and tables, and can be decorated to suit your needs.

SPECIAL ATTRACTION: Investment-Tailored

Only one sponsorship is available per special attraction. This investment puts your company name and logo on every piece of promotion and advertising associated with this special attraction, as well as providing prime time, on-site visibility. These opportunities include Artist Workshops, Touring Art Exhibits, Art Competitions, and other special events.