



Garden Grove Strawberry Festival Association

P.O. Box 2287, Garden Grove, California 92842 (714) 638-0981

www.strawberryfestival.org

Garden Grove Strawberry Festival Event Sponsorship Opportunities

Diamond Sponsor: \$25,000

- **Parade Sponsor** – Advertised as sponsor for Saturday parade, attracting over 50,000 attendees.
- Car in the Parade: Sponsor may also select a person/s to ride as a celebrity in the parade
- Booth, all four days (prime location)
- Banner with sponsor's name and logo in the parade carried by two bearers
- Half-page ad in program book, premium position – 10,000 distributed at event and 50,000 to OC Register subscribers in selected zip codes.
- Huge banner display in the Amphitheater
- Company name and logo on overhead street banners
- Twenty-five (25) wristband passes to carnival rides (Saturday only)
- Twenty-five (25) tickets to Saturday's Pancake Breakfast, seated in VIP section with celebrities.
- Honored at Pancake Breakfast, Plaque presentation, acceptance speech
- Celebrity photo with Grand Marshal
- Twenty-five (25) passes to VIP Saturday Lunch
- Sponsorship listing, with logo, in four quarter-page advertisements in The Los Angeles Times, OC Register, Garden Grove Journal and Orange County News
- Mentioned in press releases, promotional materials (posters) and PSAs
- Web page and/or link on Strawberry Festival website

Gold Sponsor: \$15,000

- **Cake-cutting Sponsor** – Advertised as sponsor for Friday evening cake-cutting ceremony attracting over 2,000 attendees.
- Car in the Parade with sponsor name & logo on sign
- Booth, all four days, premium position
- Half-page ad in program book – 10,000 distributed at event and 50,000 to OC Register subscribers in selected zip codes.
- Company name and logo on overhead street banners
- Fifteen (15) wristband passes to carnival rides (Saturday only)
- Fifteen (15) tickets to Saturday's Pancake Breakfast, seated in VIP section with celebrities.
- Honored at Pancake Breakfast, Plaque presentation
- Celebrity photo with Grand Marshal
- Fifteen (15) passes to VIP Saturday Lunch
- Sponsorship listing, with logo, in 4 quarter-page advertisements in The Los Angeles Times and the OC Register
- Mentioned in press releases
- Web page and/or link on Strawberry Festival website

Silver Sponsor: \$ 10,000

- Car in Parade sponsors a Celebrity or Your Company in the Parade
- Booth on all four days, premium position
- Quarter page ad in program book, premium position
- Ten (10) wristband passes to all carnival rides
- Ten (10) passes to Saturday's Pancake Breakfast and presentation on award
- Ten (10) passes to Saturday's VIP Lunch
- Name and logo listed in four quarter-page advertisements in The Los Angeles Times, OC Register, Garden Grove Journal and Orange County News
- Mentioned in press releases and promotional materials
- Web page and/or link on Strawberry Festival website

Bronze Sponsor: \$5,000

- Booth all four days
- Quarter Page ad in program book
- Six (6) wristband passes to all carnival rides
- Six (6) passes to Saturday's Pancake Breakfast and presentation on award
- Six (6) passes to Saturday's VIP Lunch
- Name listed in four 1/8 page advertisements in The Los Angeles Times, OC Register, Garden Grove Journal and Orange County News
- Mentioned in press releases and promotional materials
- Web page and/or link on Strawberry Festival website

Patrons of the Strawberry Festival: \$2,500

- Booth all four days
- Participation in the parade
- Eighth Page ad in Program book – 10,000 distributed at event and 50,000 to OC Register subscribers in selected zip codes.
- Four (4) wristband passes to all carnival rides
- Four (4) passes to Saturday's Pancake Breakfast and presentation on award
- Four (4) passes to Saturday's VIP Lunch
- Name listed in five 1/2 page advertisements in Garden Grove Journal and Orange County News
- Mentioned in press releases and promotional material
- Web page mention on Strawberry Festival website

Participants of the Strawberry Festival: \$1000

- Two (2) wristband passes to all carnival rides
- Two (2) passes to Saturday's Pancake Breakfast and presentation on award
- Two (2) passes to Saturday's VIP Lunch
- Mentioned in press releases and promotional material
- Web page mention on Strawberry Festival website