

LAKEFEST

this is Oakland!

LIVE
MUSIC

TECH
PAVILLION

FOOD
BEER
SHOPS

KIDS
ZONE

SPONSORSHIP
OPPORTUNITIES

JUNE 24 • 2023 • SATURDAY • 11AM-8PM



LOCATION

Lake Merritt
Sailboat House
568 Bellevue Ave,
Oakland, CA

EMAIL

info@lakefestoakland.com

PHONE

510.924.6135

INTRODUCTION

- In 2018, Lakefest debuted as Northern California's newest summer festival set upon one of Oakland's most iconic landmarks, Lake Merritt. Lakefest is a celebration of community and a testament to the rich, diverse culture of Oakland and its surrounding areas. This family-friendly, free event features food, beers, arts, crafts, entertainment, and much more. Thanks to tens of thousands of Bay Area natives, new arrivals and first time visitors, Lakefest has quickly become one of the most anticipated annual events Oakland has to offer.



A Community Inspired FREE Event

MAIN STAGE

Top 40/R&B/Soul

2ND STAGE

Gospel, Fashion, Poetry

FOOD COURTS

Finest Cooks and Pastry Chefs

KIDS ZONE

Fun for Kids of All Ages

BEER GARDEN

Lakfest Lounge

TECH PAVILLION

Emphasizing Youth in Technology

ARTISAN VENDORS

Shops, Arts & Crafts

COMMUNITY SPACES

Nonprofit and Human Services

About Us

Lakefest is spearheaded by Oakland native, event producer, longshoreman and restaurateur, Trevelon Adanandus. Trevel had a vision of creating an event that celebrates Oakland's artistry, entrepreneurship and vibrant food culture, and quickly assembled a team as diverse as Oakland. The dedicated team members come from a variety of sectors (government, corporate and non profit) and collectively offer a wide range of experience, including event production, food & beverage, arts, entertainment, youth services and community development. Team Lakefest aims to promote social responsibility, supporting the need for strength, safety and diversity in The City of Oakland.

15K+
ATTENDEES

100+
VENDORS



More than just a Beautiful Day...

OUR CITY

Oakland is the 4th most diverse city in the U.S. with a diversity score of 91.4

Oakland is home to 425,000 residents

- Adult median age is 36
- 29% are kids age 0-14



Recent years have seen a surge in tourism

- Total visitors increased 3.1% to 3.8 million
- This produced a 6.5% increase in spending which reached \$668 million total



TARGET AUDIENCE

- Families with children
- Local residents
- Senior citizens
- Young adults
- Local businesses



FEATURED ATTRACTIONS



ENTERTAINMENT

Oakland is home to a thriving cultural scene that world renowned artists call home. Lakefest calls on many of its hometown heroes as well as our regional favorites to perform on our stages. Dozens of musicians, DJs, singers and rappers will don our main and youth stages providing entertainment throughout the day.

TECH PAVILLION

The Bay Area is home to the Silicon Valley, the epicenter of the tech world. Lakefest taps into this local industry to connect this thriving community to our community. Our Tech Pavillion showcases the latest and greatest advances in technology from our non-profit youth partners.

FOOD COURT

With a huge variety of American, ethnic & fusion cuisine, sweets & treats, festival-goers are bound to find themselves overwhelmed by countless mouth-watering options.

KIDS FUN ZONE

The Kids Fun Zone is one of the festival's most popular family attractions featuring bounce houses, jumbo-sized games, rides and much more!

OUTDOOR BEER GARDEN

Choose from a wide variety of craft beers, local brewers or simply stick with your tried-&-true favorites and enjoy with friends and family.



SPONSOR BENEFITS

LAKEFEST SPONSORSHIP OFFER COMPANIES LIKE YOURS MANY OPPORTUNITIES



Increased Brand Visibility



Enhanced Brand Perception



Increased Sales



Networking Opportunities



Community Involvement



Access to Target Audience



Positive Association

We have a number of signage, social media, presentation and sampling opportunities available. Inquire today.

SPONSOR PACKAGES

TITLE SPONSOR

[Inquire](#)

- Premium space reserved for optional sponsor booth/ activities.
- Product sampling and presentation option
- VIP section and goodies
- Priority branding on all promotional materials
- Logo on all printed material (flyers, posters, billboards, etc.)
- Mention on all commercials and broadcasted productions
- Banner, link, #tag and integration options on Lakefest website and on all social media
- Mention in all press and press releases
- Global co-branding with all uses of Lakefest 2023
- Custom co-branded Lakefest apparel
- Logo on all Lakefest signage to include perimeter and mainstage
- Custom food and beverage package for sponsor invited guest

PRESENTING SPONSOR

[Inquire](#)

- Priority Branding In All Promotional Materials, Print, Online, Broadcast, Etc
- Branded #Tag Used In All Social Platform Marketing And Select Signage
- Option To Create An Interactive Sponsor Activity / Area
- Official Festival T-shirts For Sponsor Invited Attendees
- Option For Significant On-site Signage At Entry Points
- Acknowledgement From The Main Stage
- Logo And Web Link On Festival Website
- Sponsor Appreciation Gift Bags
- Branding On Festival Maps
- 6 Drink Packages

OFFICIAL SPONSOR

\$20,000

- Multiple Signage And Display Locations On Festival Grounds
- Branding And Mention In All Press Release Materials
- Branded #Tag Used In All Social Platform Marketing
- Announcement From The Main Stage Mc/Hosts
- Branding On All Print And Online Promotions
- Logo And Web Link On Festival Website
- Prominent Premium Booth Location
- Sponsor Appreciation Gift Bags
- 4 Official Festival T-shirts
- 4 VIP Drink Packages

LOCAL SPONSOR

\$10,000

- Branding On All Festival Promotional Media
- Logo And Web Link On Festival Website
- Logo Included In Official Festival T-shirt
- Premium Exhibitor Booth Location
- Branded #Tag Used In All
- Social Platform Marketing

EXHIBITOR SPONSOR

\$5,000

- Opportunity to display additional signage within booth
- Logo and Web Link on Festival website
- Premium Exhibitor Booth Location

MEDIA SPONSOR

INQUIRE

Media Sponsorships are priced flexibly according to the direct costs of individual promotional campaigns, with an opening price estimate of \$5k lakefest oakland advertises through conventional radio, print and media channels in coordination with social media and online marketing during the six week period preceding the event.

Co-branded media sponsorships are available in all channels, the details of which can be negotiated individually.

SPONSOR A VENDOR OR ARTIST

\$1,000

Sponsorship Inquiries: info@LakefestOakland.com

Lakefest Cash & Prize Givaway

All sponsors will have the option to participate!

Thousands of attendees will enter, dozens will win.

How it Works

Sponsors provide their products/services which will be offered and advertised as prizes.

Sponsors and prizes will be promoted on official website, newsletters and social media campaigns.

Winners and sponsor of corresponding prizes will be announced live on stage.

Sponsors are also given opportunity to present prize in-person, and to announce brand & business location live on stage alongside designated professional emcee.



SPONSORSHIP TIERS ARE CALCULATED AS A COMBINATION OF BOTH CASH AND IN-KIND SUPPORT TITLE, PRESENTING, AND OFFICIAL SPONSORS RECEIVE A FIRST RIGHT OF REFUSAL FOR FUTURE SPONSORSHIP CATEGORIES LAKEFEST OAKLAND RETAINS THE RIGHT TO APPROVE OR REFUSE ALL SIGNAGE, LOGOS, ART, AND ALL OTHER MATERIALS IN KEEPING WITH OUR EVENT'S MISSION OF INCLUSIVENESS AND COMMUNITY BENEFIT.



**Thank
You**

lakefestoakland.com