

SPONSORSHIP INFO

SATURDAY JUNE 25 2022



OUR STORY

Anyone who was in Oakland during summers in the 80s and 90s will agree: *Festival at The Lake* was THE place to be.

More than a block party, more than a music festival, and much more than the County Flower Show that it began as, from 1982 to 1997. ***Festival at the Lake* was the summertime heart of Oakland's celebration of its culture and people.**

Capturing the warmth, excitement, and love of the entire city, **its art, its music, its multicultural roots, its spirit of creativity and entrepreneurship, and its vibrant food culture** -- the draw of the biggest summer event for young and old alike was a magical blend of the familiar. Where you would see everyone you know and meet someone new. Eat your favorite food and try something you've never had. Dance to your all time favorite song and experience new local artists you came to love. Your friends, your family, your neighbors, and your town came together to **do what each of us loves most** - whatever that may be.

In 2018, nearly 20 years after the last *Festival at the Lake*, Oakland was, in some ways, a very different place than it seems in warm faded photos of our younger selves. But in many important ways Oakland has remained the same. For one, our city's out sized contributions to music, art, culture, politics, business, and more continued to define Oakland's unique and instantly recognizable national profile. And, same as ever, our communities, our businesses, our leaders, and **our people continued to grow and expand the branches of Oakland's family tree.**

But that personally affirming collective moment in the summer where we all came out to see each other be ourselves had passed into memory.

The climate of the times cried out, along with myriad voices in the community, for a return of that beloved opportunity to organize, to reflect, to commune, to relax, **and to share the experience of celebrating our being something that no one else can replicate.**

OUR STORY

Heeding the call for togetherness - a group of collaborators, who themselves all carried a **deep and personal love of their home** and of the memories of its iconic summer celebration, took up the challenge. And with not much more than passion and commitment - created Lakefest Oakland, producing the one day event on the hottest day of the summer.

The response was immediate, overwhelming, and unambiguous - participation, cooperation and assistance with creating the event poured in from all corners. In equal measure the city - its people - showed up. Drawing nearly double the initial estimates, more than 10,000 individuals, couples, families and visitors arrived - greeted by all day music, dozens of retail vendors and food stalls, local artists and craftspeople, and a typically beautiful day on the lake.

The event did not disappoint even the highest and most nostalgic expectations. What began as a fond memory, and a collective hope, turned out to be a total success and the one safest, most enjoyable, **best attended free events** of the year.

What started as a challenge that tested the grit and determination of a few became an essential summer moment for thousands who attended.

2020 now marks the third year Lakefest Oakland will be held on the shore of the lake and with the community who, more than ever, need that special, magical moment celebrating our collective individualism, the unmistakable things that make us Oakland.

Holding close the legacy and history that paved the way for Lakefest we now look forward to another chance to bring the entire city together to celebrate itself, larger and livelier than ever before.

But, as the branches and leaves of the Oakland family tree expand continuously upwards and outwards, grown through the efforts and passion of projects like Lakefest, so increases the need for a strong network of roots in the ground - anchoring, nurturing, and supporting the beauty, strength, safety, and inclusiveness of indispensable civic events.

Lakefest Oakland represents the unique, deeply rooted, powerfully local, radically inclusive, unapologetically self assured, and endlessly creative spirit of the city itself - **and we want you to be a part of the story our city lives every day of the year** - the story we share with each other on that one special day every summer.

OUR CITY



Oakland is the 4th most diverse city in the us 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**

Oakland's Small Business Community Continues to Grow

- **The city is a major arts and culture destination**
- **The city's cultural funding program provides approximately \$1 million in grants**
- **The city is home to over 5500 small retailers and more than 4400 locally owned restaurants**

OAKLAND, CA

OUR EVENT

Lakefest 2019 welcomed **more than 20,000** visitors throughout the day and **nearly double** connected with the festival through social media.

We hosted **more than 100 vendors** varying from food, beverage, craft retailers along with a wide array of nonprofit and community groups.

Lakefest created a **significant economic impact**. The estimated attendee spending exceeds \$300,000. 95% of food and beverage vendors **sold out**.

The main stage performances featured more than **15 performers** total of different **music, dance and cultural acts**.

SATURDAY · JUNE 27
TWENTY TWENTY
11AM-8PM



3 R D A N N U A L
LAKEFEST
O A K L A N D

ART · LOCAL FOOD · COMMUNITY · MUSIC
KIDS ZONE · HEALTH ZONE · TECH ZONE

FREE FOR ALL AGES!

FOR VENDOR/SPONSORSHIP OPPORTUNITIES VISIT
LAKEFESTOAKLAND.COM

LAKE MERRITT SAILBOAT HOUSE · 568 BELLEVUE AVE, OAKLAND, CA

OPPORTUNITY

TITLE SPONSOR \$25,000

- Central Location Reserved For Optional Exclusive Sponsor Activity
- Banner, Links And Integration Options On LakefestOakland.Com
- Global Co-branding With All Uses Of "Lakefest Oakland 2020"
- Custom Co-branded Official Lakefest Apparel Items (Varies)
- Headline Mainstage And At Festival Perimeter Branding
- Custom Drink Package For Sponsor-invited Attendees
- Custom #Tag / Link Promotion On All Social Platforms
- Announcement From The Main Stage Hosts
- Exclusive Social Media Co-brand Campaign
- Private Gondola Ride Party Of Four
- Branding On Maps and Info Booth
- Sponsor Appreciation Gift Bags
- Official Lakefest T-shirts
- Deluxe Exhibitor Booth

PRESENTING SPONSOR \$15,000

- 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 \$10,000

- 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

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

OPPORTUNITY

LOCAL SPONSOR \$5,000

- 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
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EXHIBITOR SPONSOR \$1,000

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

MEDIA SPONSOR

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.

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CONTACT US TODAY!



INQUIRIES:
SPONSORSHIP@LAKEFESTOAKLAND.COM

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