



California
HONEY FESTIVAL



1st Saturday In May - Historic Woodland
SPONSORSHIP OPPORTUNITIES



DOWNTOWN WOODLAND HONEY OF A FESTIVAL

Thank you for taking the time to review this sponsorship proposal for the 6th annual California Honey Festival

Since 2017, the California Honey Festival has been making record attendance with visitors swarming downtown woodland seeking out all of the products and educational information that is available because of our partnership with UC Davis and the Honey and Pollination Center of the Robert Mondavi Institute. This festival has become known as the must attend event for friends and family.

Sponsoring the California Honey Festival gives your business the opportunity to get your name in front of thousands of people, and to be helping bring more awareness to bee issues that can affect all of us.

californiahoneyfestival.com





ABOUT THE FESTIVAL

The free, family-friendly event showcases the best of what the humble honeybee has to offer. From learning about how bees make their signature golden elixir to tasting the distinctive honeys produced right here in Northern California, the California Honey Festival is a deep-dive into the hive.

Festival-goers can learn how to incorporate the all-natural sweetener into their cuisine during live cooking demonstrations, explore what it's like to be a bee at the many educational booths, and see pollination in action at a bee-friendly gardening area. More than 100 local-regional vendors will be on site, selling everything from handmade ceramics to gourmet olive oil to all-natural soaps — and of course plenty of honey! Kids will love the Busy Bees Kid Area and mom and dad can enjoy a pint of beer or glass of mead (honey wine). Live music / throughout the downtown will keep the whole family entertained.

The festival's host city, Woodland, has undergone a cultural renaissance. The historic downtown area is abuzz with new restaurants, shops and galleries,

creating a lively entertainment and nightlife district that appeals to visitors from all parts of the state and beyond.

The California Honey Festival aims to promote honey and honeybees to a broader public. The festival was created to help the younger generation develop an interest in beekeeping as well as to educate the public to support beekeepers and honeybees, which are under threat due to disease and climate change. It is important for the community to appreciate and understand the importance of bees as our master pollinators and how crucial they are to our food diversity and environment here in the United States.

Find us online at



www.californiahoneyfestival.com



facebook.com/californiahoneyfestival



instagram.com/californiahoneyfestival

SPONSORSHIP OPPORTUNITIES

As the California Honey Festival has grown, so has our need for support from key leaders in the business community. Joining the California Honey Festival as a sponsor allows us to continue the high demand for educational speakers and other talent that helps bring the crowds, while providing you with valuable promotional and on site exposure to the most influential demographic in the area. This helps to associate your name with California Honey Festival and solidifies the understanding of our audience that you helped make it happen.

Our attendance has been amazing. First year's estimated attendance was approx 20,000 plus. 2nd years attendance was above 30,000 and our third year was 35,000 plus. The 4th year was estimated to be 45,000 our 5th year attendance was 35,000 down due to unforecasted rain.



WHAT'S IN IT FOR OUR SPONSORS?

Plenty. The California Honey Festival has many benefits to sponsors. They can include:

- Having space on the I-5 Billboard allowing you to introduce yourself to thousands of attendees prior to the day of the festival as well as the day of the festival.
- Naming rights to any of the three areas of the festival.
- Sponsorship of specific speakers.
- Banners with your Name / Logo spread around the festival
- Your organization's logo included in our print ads, posters, program and web site.
- We advertise in publications like Media news group newspapers and our website receives more than 10,000 hits per month leading up to the festival.
- Mentions in the festival's extensive Social Media Campaign. We have over 6,700 subscribers. In addition to the Visit Woodland Social Media pages.







ROYAL HIVE: \$20,000

- Presented by
- Sponsor exclusivity for your Industry
- Sponsor banner placement
- Media presence with corporate acknowledgment in all print marketing materials for the CHF including press releases, posters event banners.
- Logo on the CHF e-mail blast
- Logo on the CHF Sponsorship page linking to sponsor website
- CHF Social Media mentions
- CHF Premier Program print ad and listing.

WORKER BEE \$10,000

- Media presence with corporate acknowledgment in all print marketing materials for the CHF including press releases, posters event banners.
- Logo on the CHF e-mail blast
- Logo on the CHF Sponsorship page linking to sponsor website
- CHF Social Media mentions
- CHF Premier Program print ad and listing

BEE HIVE \$5,000

- Sponsor banner placement
- Media presence with corporate acknowledgment in all print marketing materials for the CHF including press releases, posters event banners.
- Logo on the CHF e-mail blast
- Logo on the CHF Sponsorship page linking to sponsor website
- CHF Social Media mentions
- CHF Premier Program print ad and listing

QUEEN BEE \$15,000

- Presented by
- Sponsor exclusivity for your Industry
- Sponsor banner placement
- Media presence with corporate acknowledgment in all print marketing materials for the CHF including press releases, posters event banners.
- Logo on the CHF e-mail blast
- Logo on the CHF Sponsorship page linking to sponsor website
- CHF Social Media mentions
- CHF Premier Program print ad and listing



BEEKEEPER \$2,500

- Acknowledgment in select print marketing materials for the CHF including event posters.
- Logo on the CHF e-mail blast
- Logo on the CHF Sponsorship page linking to sponsor website
- CHF Social Media mentions
- CHF Premier Program print ad and listing



NECTAR COLLECTOR \$1,000

- CHF Social Media mentions
- CHF Premier Program print ad and listing



BUZZ \$500

- Social Media Attention

BEE BUDDY \$250

- Thank You Page





SPONSORSHIP AGREEMENT

SPONSOR COMPANY _____

CONTACT NAME _____

BUSINESS ADDRESS _____

CITY _____

STATE _____

ZIP CODE _____

PHONE _____

FAX _____

E-MAIL _____

WEBSITE _____

DAY OF EVENT CONTACT _____

DAY OF EVENT PHONE _____

DAY OF EVENT E-MAIL _____

LEVEL OF SPONSORSHIP

- | | | |
|--|---|--|
| <input type="checkbox"/> \$20,000 Royal Hive | <input type="checkbox"/> \$5,000 Bee Hive | <input type="checkbox"/> \$250 Bee Buddy |
| <input type="checkbox"/> \$15,000 Queen Bee | <input type="checkbox"/> \$2,500 Beekeepr | |
| <input type="checkbox"/> \$10,000 Worker Bee | <input type="checkbox"/> \$1,000 Nectar Collector | |
| <input type="checkbox"/> \$7,500 Busy Bee | <input type="checkbox"/> \$500 Buzz | |

FORM OF PAYMENT

CHECK CREDIT CARD

CREDIT CARD # _____

NAME ON CARD _____

EXP DATE _____

CSV _____

SIGNATURE _____

Payment due with signed contract. Make check payable to "California Honey Festival" (Memo line: CHF 2023)

MAIL FORMS AND CHECK TO:

California Honey Festival
405 Main St.
Woodland, CA 95695

E-MAIL LOGO ART TO:

sponsors@californiahoneyfestival.com
Logo art should be in hi-res vector format
(such as .ai or pdf) so that we can scale
your logo across all appropriate media.

**PLEASE READ, SIGN
AND SEND ATTACHED
TERMS & CONDITIONS
ALONG WITH PAYMENT
& THIS FORM**

SPONSOR SIGNATURE _____

DATE _____

CHF SPONSORSHIP TERMS AND CONDITIONS

NAME _____

PHONE _____

EMAIL _____

For further information, please contact Al Eby director of Sponsorship at 530-668-8839 or sponsors@californiahoneyfestival.com to customize a plan that works for you.

CHF SPONSORSHIP TERMS AND CONDITIONS

This agreement constitutes the entire agreement and understanding between the parties hereto and supersedes all prior agreements and understandings, both written and oral, of the parties hereto regarding the subject matter of this Agreement. The parties agree that all indemnities, representations and warranties contained in this Agreement will survive the termination of this Agreement.

ACCEPTED FOR THE SPONSOR

CONTACT NAME

BUSINESS ADDRESS

CITY

STATE

ZIP CODE

PHONE

FAX

E-MAIL

WEBSITE

DAY OF EVENT CONTACT



Al Eby
Founder / Director of Sponsorship
530-668-8839
sponsors@californiahonefestival.com

CALIFORNIAHONEYFESTIVAL.COM

A Celebration of Bees and Honey



DOWNTOWN WOODLAND

FREE EVENT



californiahoneyfestival.com