

The poster features a large, yellow honeycomb-patterned archway at the top with the text "California Honey Festival". To the left of the arch is a large inflatable bee, and to the right is a large inflatable red flower. The background shows a festival scene with people and tents under a blue sky with clouds. A large orange rectangle with a honeycomb pattern is centered on the page, containing the main title and event details. At the bottom, there is contact information and logos for Visit Woodland and the Woodland Hoteliers Group.

# California Honey Festival

*California Honey Festival 2025*

# Sponsorship Opportunities

**DOWNTOWN WOODLAND**  
**Saturday, May 3rd**  
**10 AM – 7 PM**

We're thrilled to join forces with you to make the 7th annual California Honey Festival an unforgettable experience!

## Contact

Phone: 530-668-8839

Website: [www.californiahoneyfestival.com](http://www.californiahoneyfestival.com)

Email: [sponsors@californiahoneyfestival.com](mailto:sponsors@californiahoneyfestival.com)

California Honey Festival

Office Address: 405 Main St, Woodland, CA 95695



# The Sweetest Destination

**Thank you for considering this sponsorship opportunity for the 7th Annual California Honey Festival!**

Since 2017, the California Honey Festival has drawn record-breaking attendance, with visitors swarming Downtown Woodland to explore a world of honey, pollinators, and sustainability. Thanks to our valued partnership with UC Davis, becoming a premier event for families, friends, and honey enthusiasts worldwide, and having a significant impact on the global appreciation of honey and pollinators.

Sponsoring the California Honey Festival offers your business the chance to connect with thousands of attendees while supporting vital awareness efforts around bee health and pollinator conservation—issues that impact us all. Join us in creating a buzz and driving positive change!



## Event Highlights

Hosted in the heart of Downtown Woodland, within walking distance to shops and dining.

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Positive community impact by providing a gathering space for families.

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Sponsoring the festival supports educational programs and connects brands with a key audience. Our attendance has increased from 20,000 to an estimated 45,000 over the years.

# Bee Education Bee Friendly Plants

The California Honey Festival is a free, family-friendly event dedicated to celebrating honeybees and the vital role they play in our ecosystem. Attendees can explore the fascinating world of honey production, taste a variety of locally sourced honeys, and enjoy live cooking demonstrations featuring honey-infused dishes.

With over 100 vendors, a dedicated kids' area, and live music, the festival transforms Woodland's revitalized downtown into a vibrant hub of education and entertainment. More than just a celebration, the event serves as a platform to raise awareness about the challenges honeybees face—from disease to climate change—while promoting sustainable beekeeping practices and highlighting their essential role in food diversity and environmental health.

Join us in supporting pollinators, promoting sustainability, and creating a buzz at the California Honey Festival!

## **Sponsorship Benefits**

Partnering with the California Honey Festival provides exclusive advantages for sponsors, including:

- High-Visibility Advertising – Featured exposure on the I-5 Billboard, reaching thousands of potential attendees before and during the festival.
- Exclusive Naming Rights – Opportunity to brand one of the three festival areas with your name, enhancing recognition.
- Speaker Sponsorship – Align your brand with key speakers at the event, reinforcing your support for sustainability and pollinator awareness.
- Prominent On-Site Branding – Your name and logo displayed on banners throughout the festival grounds.
- Extensive Print & Digital Promotion – Inclusion in print ads, posters, programs, and our website, as well as advertising in Media News Group newspapers.
- Website & Social Media Exposure – Your brand featured on the festival website, which receives over 10,000 monthly hits leading up to the event. Recognition in our social media campaign, reaching 9,000+ subscribers, plus additional exposure via Visit Woodland's platforms.

By sponsoring the California Honey Festival, you'll connect with thousands of engaged attendees while supporting pollinator education, sustainability, and community enrichment. Let's create a buzz together!

# UC DAVIS

## UNIVERSITY OF CALIFORNIA

UC Davis Pollinator Programs: Advancing Bee Health, Education, and Conservation in Partnership with the California Honey Festival.

- **The Bee Health Hub** at UC Davis offers expert field and lab services for colony health assessments and disease management.
- **The California Master Beekeeper Program** trains beekeepers through science-based courses and community outreach to promote best practices in beekeeping.
- **The Pollinator Education Program** teaches 3rd and 4th graders about the importance of pollinators through hands-on activities and observation.
- **The UC Davis Bee Haven** is a pollinator garden where visitors can learn about bees and the plants that support them through docent-guided tours

Thank you, Dr. Elina L. Nino, for your dedication to honeybee research, educational programs, and supporting beekeepers with expert field and lab services.

# California Honey Festival Restaurant Week



As part of the exciting lead-up to the California Honey Festival, participating Downtown Woodland restaurants take part in Honey Restaurant Week, showcasing their creativity by crafting unique drinks, desserts, and dishes featuring honey. Last year, we proudly incorporated the product of our presenting sponsor, SugarBee Apples, into the mix. Our team handles all aspects of the event—from coordinating the restaurant creations to capturing stunning photos and videos—and promotes the entire experience across social media and our website, providing exceptional exposure for our sponsors.

# The American Honey Queen Program



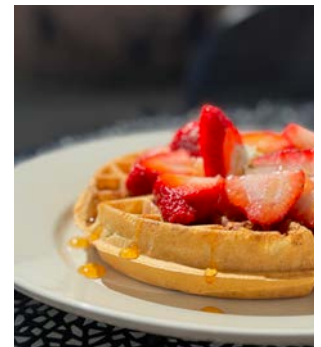
Photo taken at Dingle Elementary School

The American Beekeeping Federation's, American Honey Queen Program promotes the importance of beekeeping and honey bees to Americans. It focuses on educating consumers about U.S. honey through school visits, fairs, and media outreach. The Honey Queen and Honey Princess engage audiences with presentations on pollination, honey properties, and hive components, aiming to boost honey consumption nationwide.

Leading up to the CHF, the queen visits schools with the mascot BZ Bee to educate students.



Photos From Previous Restaurant Week







# Sponsorship Packages

## ROYAL HIVE SPONSOR

- 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

**\$20,000**

## QUEEN BEE SPONSOR

- 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

**\$15,000**

## WORKER BEE SPONSOR

- 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

**\$10,000**

## BEE HIVE SPONSOR

- 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

**\$5,000**

## BEEKEEPER SPONSOR

- 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

**\$2,500**



# Sponsorship Packages



## NECTAR COLLECTOR SPONSOR

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

**\$1,000**



## BUZZ SPONSOR

Social Media Attention

**\$500**

## BEE BUDDY SPONSOR

Thank You Page

**\$250**

# These are some of the events that are organized/sponsored by Visit Woodland in 2024.





# Need More Information?



**Give Us A Call**

530-668-8839

[www.californiahonefestival.com](http://www.californiahonefestival.com)

[sponsors@californiahonefestival.com](mailto:sponsors@californiahonefestival.com)

California Honey Festival Location:

Historic Downtown Woodland

California Honey Festival

Office Address:

405 Main St, Woodland, CA 95695



# Sponsorship Program Agreement

Pay Online & Scan Below



## California Honey Festival 2025

### Sponsorship Level

- Royal Hive \$20,000
- Queen Bee \$15,000
- Worker Bee \$10,000
- Bee Hive \$5,000
- Nectar Collector \$1,000
- Buzz \$500
- Beekeeper \$2,500
- Bee Buddy \$250

### Contact Information

Company Name  Contact Name

Phone Number  Email

Address

### Payment Information

Payment Method:  Check  Credit Card

Credit Card Number  CVC

Name On Card  Expiration Date

Billing Address

Signature  Date

By signing this document sponsor agrees to pay California Honey Festival the appropriate sponsorship fee for the California Honey Festival in exchange for the corresponding promotional/advertising considerations described in the Sponsorship Program. The sponsor will provide items, such as hi-resolution logo and website link information, in a timely fashion as required for specific print and other media deadlines. Subject to availability. \*\*Print ads, posters, postcards, radio/television ads are all subject to deadlines and availability.

#### Send Completed Form To

sponsors@californiahoneyfestival.com  
Or Bring Completed Form To Our Office  
405 Main St, Woodland, CA

#### Payment by Check

California Honey Festival  
405 Main St  
Woodland, CA, 95695