



LakeFest OAKLAND 2025

SPONSORSHIP OPPORTUNITIES



LakeFest OAKLAND

The city's premier cultural festival, celebrating diversity, community, and Juneteenth with 20K+ attendees, live music, food, vendors, and family-friendly experiences."

➔ **6TH ANNUAL**

➔ **20,000+ ATTENDEES**

➔ **170+ VENDORS**

➔ **MULTI-STAGE**

➔ **ENTERTAINMENT LINEUP**



LakeFest OAKLAND



BRAND VISIBILITY:

EXPOSURE TO A DIVERSE, ENGAGED AUDIENCE IN OAKLAND

20K+



COMMUNITY ENGAGEMENT:

SUPPORT AN EVENT THAT UPLIFTS OAKLANDS SMALL BUSINESS & CULTURE



MEDIA REACH:

SOCIAL, DIGITAL, AND PR COVERAGE AMPLIFYING SPONSORS' PRESENCE



VIP ACCESS & EXPERIENCES:

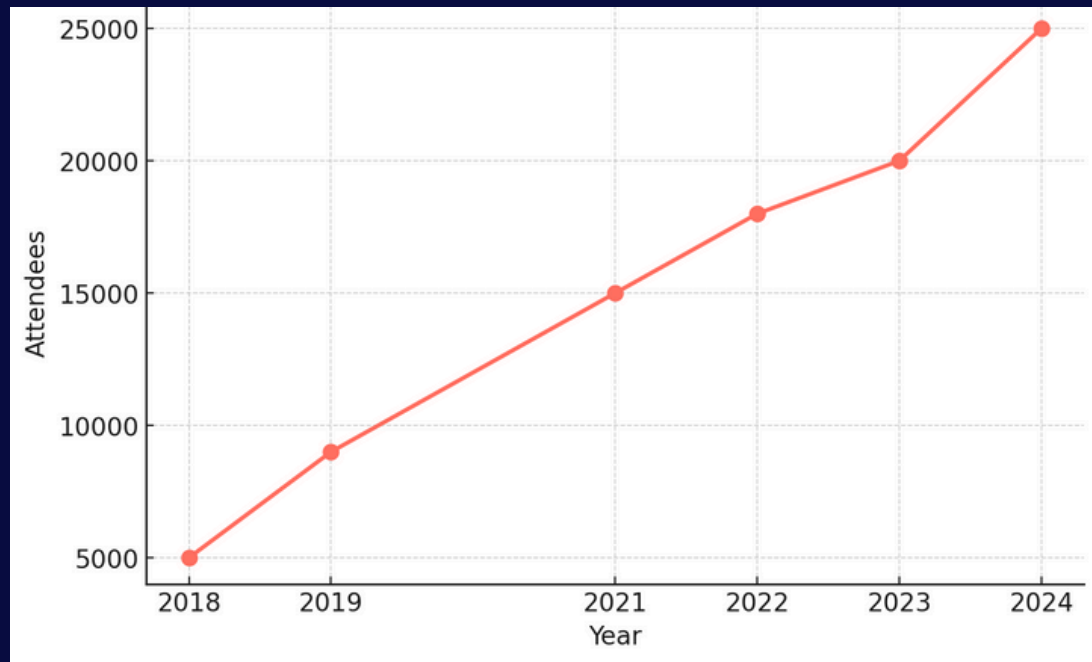
SPONSORS GET EXCLUSIVE ACCESS, ACTIVATIONS, AND VIP PERK



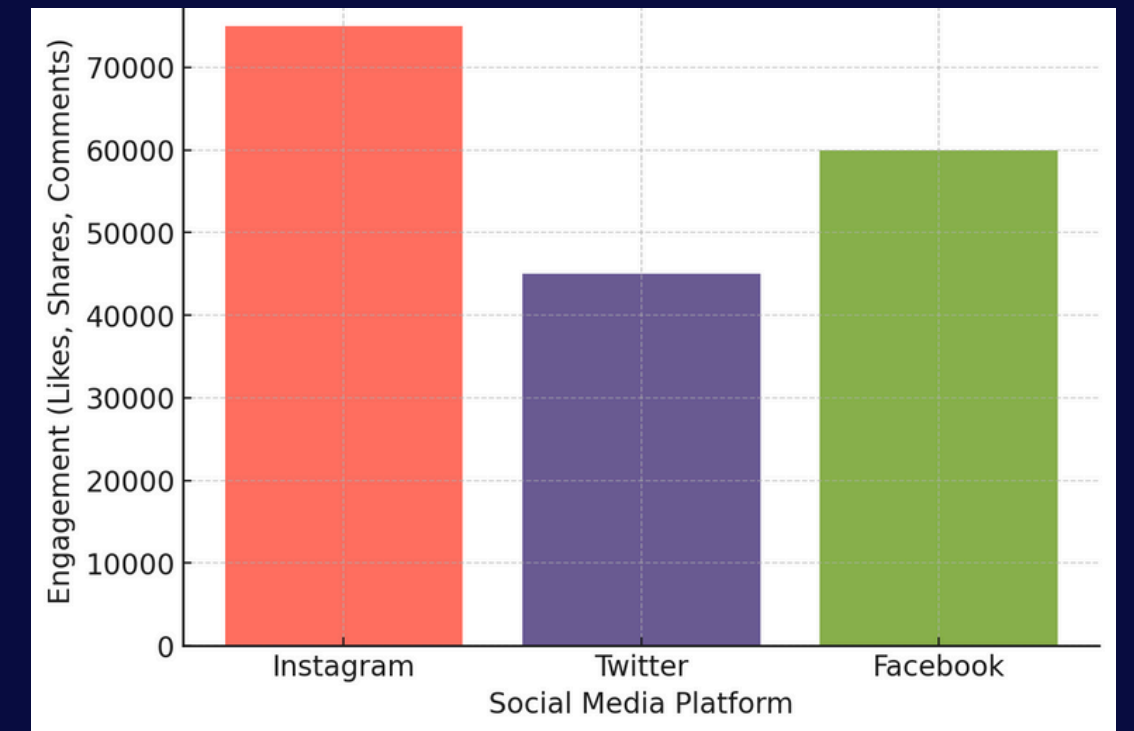
Lakefest OAKLAND

LAKEFEST BRINGS TOGETHER A HIGHLY ENGAGED AUDIENCE, OFFERING BRANDS A DIRECT CONNECTION TO OAKLAND'S VIBRANT COMMUNITY. OUR FESTIVAL-GOERS ARE DIVERSE, SOCIALLY ACTIVE, AND EAGER TO ENGAGE WITH BRANDS THAT ALIGN WITH CULTURE, COMMUNITY, AND CELEBRATION.

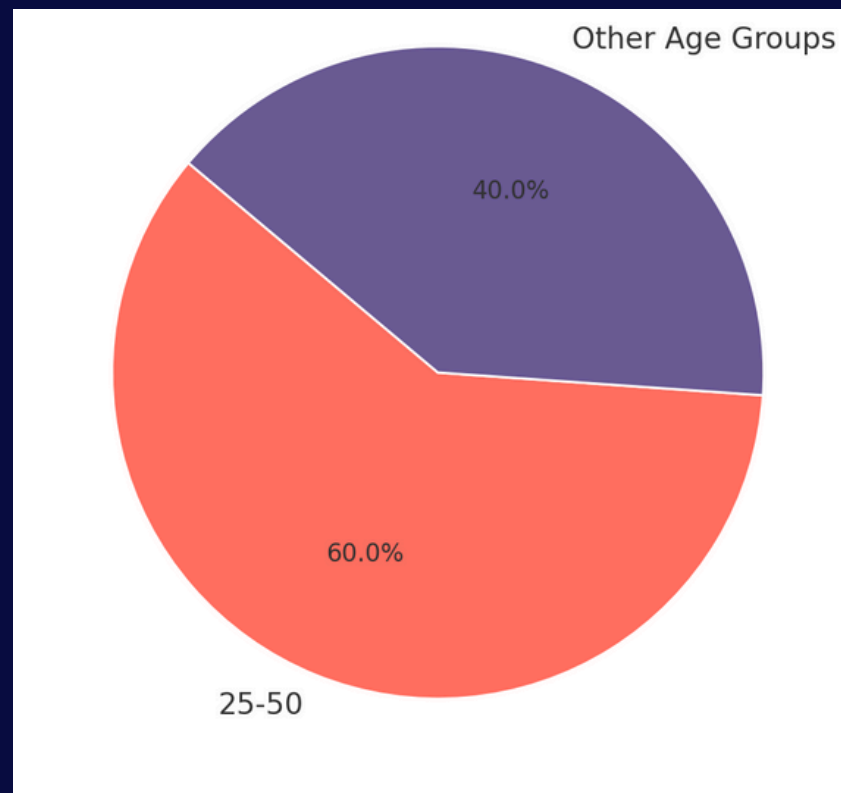
LAKEFEST ATTENDANCE GROWTH ATTENDANCE 2018-2024



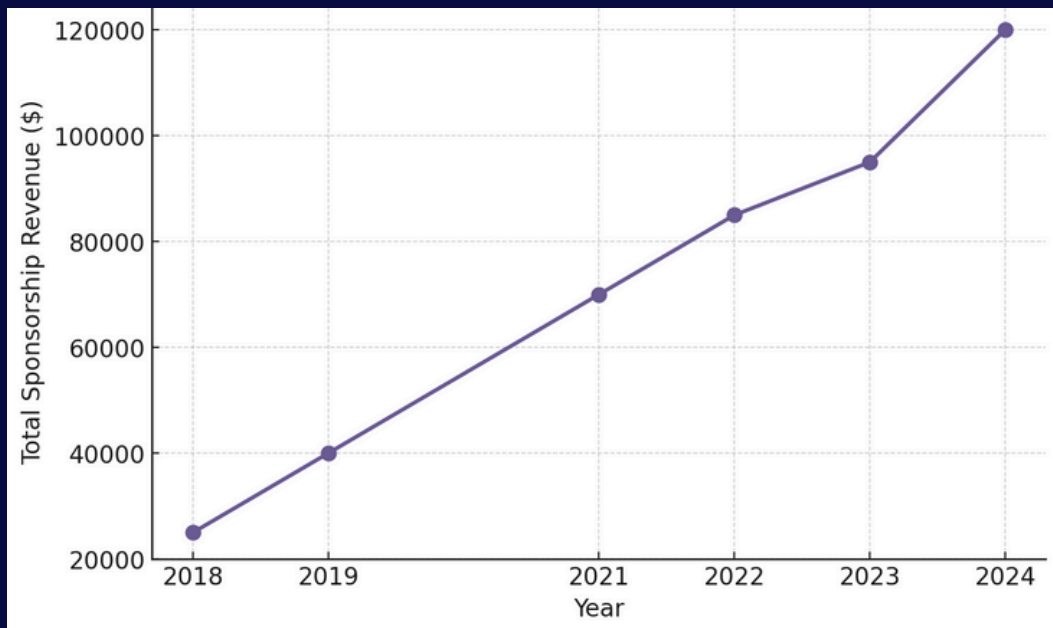
LAKEFEST SOCIAL MEDIA ENGAGEMENT VS FOLLOWERS)



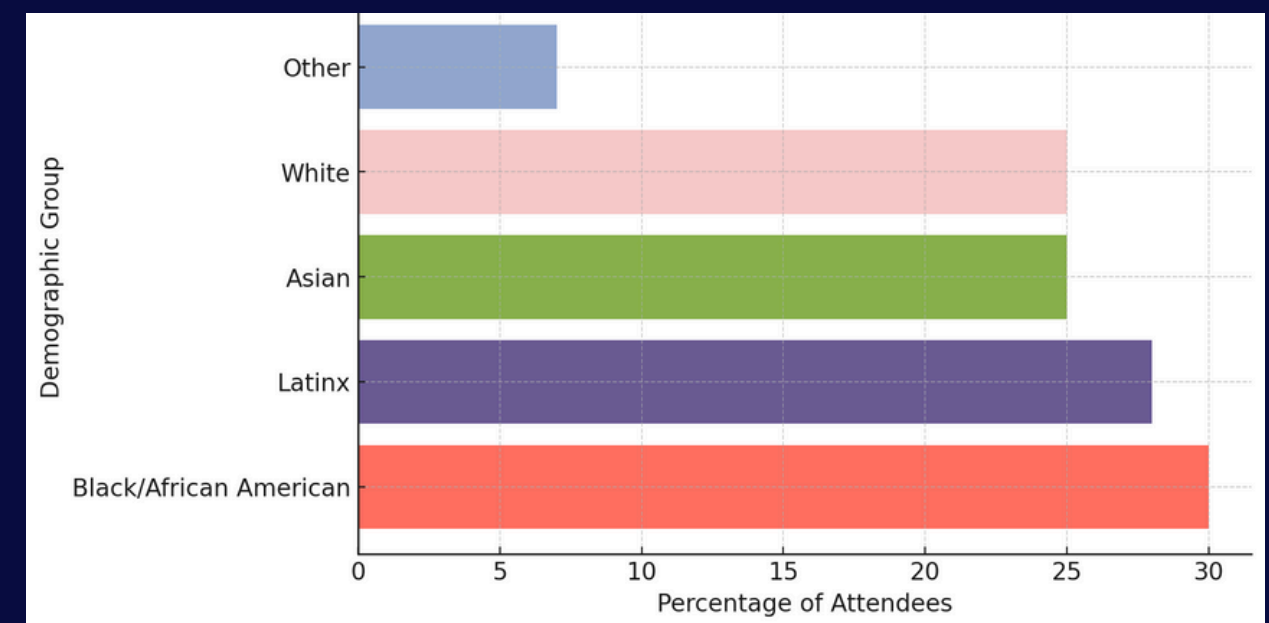
LAKEFEST ATTENDANCE BREAK DOWN



LAKEFEST SPONSORSHIP GROWTH (2018-2024)



LAKEFEST DIVERSITY BREAKDOWN)



TITLE SPONSOR- \$50,000+ (EXCLUSIVE OPPORTUNITY)

- Co-branding: "LakeFest Oakland presented by [Sponsor Name]"
- Main stage sponsorship with on-stage branding, signage, and live mentions throughout the event
- Premium logo placement on all marketing materials, website homepage, merchandise, and event signage
- Custom on-site activation (e.g., VIP Lounge, branded experience, or product placement)
- Dedicated social media campaign (3 posts + 1 Instagram reel featuring your brand)
- Featured in 2 email marketing blasts to our 40K+ engaged subscribers
- 10 VIP passes with backstage access and exclusive hospitality perks

PREMIER SPONSOR - \$20,000

- Large logo placement on all festival signage, website, and social media
- Secondary stage sponsorship with on-stage branding and live mentions
- On-site activation booth or product sampling opportunity
- 5 social media mentions (posts/stories) leading up to the event
- 8 VIP passes with exclusive access

OFFICIAL SPONSOR - \$15,000

- Large logo placement on all festival signage, website, and social media
- Secondary stage sponsorship with on-stage branding and live mentions
- On-site activation booth or product sampling opportunity
- 5 social media mentions (posts/stories) leading up to the event
- 8 VIP passes with exclusive access



COMMUNITY SPONSOR – \$10,000

- Logo on event signage, website, and select promotional materials
- Vendor booth + brand activation opportunity
- 2 social media mentions
- 4 VIP passes
-

SUPPORTING SPONSOR – \$5,000

- Logo placement on select marketing materials and website
- Vendor booth to sell product at the festival
- 1 social media mention
- 2 VIP passes

SMALL BUSINESS SPONSOR – \$2,500

- Name/logo on website + select social media mentions
- Vendor booth or product sampling opportunity

FRIEND OF LAKEFEST – \$1,500

- Logo on website + appreciation post on social media
- Recognition in an official email marketing campaign



Beyond logo placement, LakeFest provides brands with interactive experiences that engage attendees in meaningful ways. Sponsors can create activations that connect directly with our audience and leave a lasting impact.

MAIN STAGE NAMING RIGHTS

- "The [Brand Name] Main Stage" with host shoutouts, on-stage branding, and live audience engagement

VIP LOUNGE SPONSORSHIP

- A luxury, branded space where sponsors can connect with VIP guests.

PRODUCT SAMPLING & GIVEAWAYS

- Distribute branded merch, food, or product samples to attendees.

TECH & INNOVATION ZONE SPONSOR

- Presenting rights for the Tech Pavilion where attendees engage with startups, gaming, and VR.

KIDS ZONE SPONSOR

- Presented by [Brand Name]" with interactive games, giveaways, and family-focused experiences.

HEALTH & WELLNESS ZONE SPONSOR

- – "Presented by [Brand Name]" with fitness classes, relaxation lounges, hydration stations, and wellness giveaways.



PAST SPONSORS

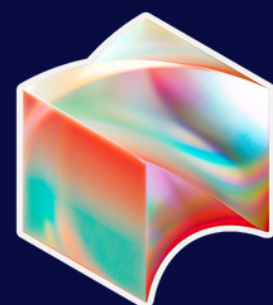


Children's

FAIRYLAND



SFGATE



A Division of CBC



YOUR RECYCLING TEAM
WASTE MANAGEMENT
CALIFORNIA WASTE SOLUTIONS

BLOCK



LET'S MAKE HISTORY TOGETHER.

PARTNER WITH LAKEFEST OAKLAND 2025

**PUT YOUR BRAND
AT THE CENTER OF
ONE OF THE MOST
DYNAMIC
CULTURAL
CELEBRATION IN
THE BAY AREA**



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WWW.LAKEFESTOAKLAND.COM



Lakefest OAKLAND

2025

THANK YOU!

