

The poster features a vibrant purple background with a faded image of a festival crowd. Large, stylized orange and yellow shapes with white and green patterns are positioned in the corners. The main title 'LakerFest OAKLAND' is centered in a bold, bubbly font. Below the title, the text '2025 SPONSORSHIP OPPORTUNITIES' is written in white. At the bottom, an orange rounded rectangle contains the text 'all-ages festival celebrating the beauty and diversity of Oakland through music, food, vendors, and community' in white.

LakerFest OAKLAND

2025 SPONSORSHIP OPPORTUNITIES

**all-ages festival celebrating the beauty and diversity of Oakland
through music, food, vendors, and community**

ABOUT

LakeFest Oakland is an all-ages festival celebrating the beauty and diversity of Oakland through music, food, vendors, and community.

We believe it takes a village to create spaces that honor and uplift the unique spirit of our city.



PROBLEMS

Celebrating Oakland's culture in the face of rapid change means creating spaces that uplifts and brings the community together.



LACK OF INCLUSIVE AND ACCESSIBLE CULTURAL CELEBRATIONS

While Oakland has a rich cultural history, many large-scale events that once brought the community together no longer exist. This has created a gap in inclusive, family-friendly spaces that celebrate Oakland's diversity.



LIMITED ECONOMIC OPPORTUNITIES FOR LOCAL BUSINESSES & CREATIVES

Many small businesses, artists, and entrepreneurs in Oakland—particularly Black and Brown-owned—struggle to gain exposure and economic opportunities in a rapidly changing Bay Area market.



DISPLACEMENT & LOSS OF COMMUNITY GATHERING SPACES

Gentrification and rising costs have pushed out longtime Oakland residents, weakening the sense of community and reducing spaces where people can come together.

SOLUTIONS

Revitalizing Oakland's cultural heartbeat means authentically creating an inclusive festival and community space that celebrates Oakland's rich legacy, resilience, and collective future.



KEEPING OAKLAND'S CULTURE ALIVE & ACCESSIBLE

We provide a free, all-ages annual event that showcases local artists, food vendors, and businesses, ensuring that the culture of Oakland remains vibrant and accessible to all.



FUELING LOCAL BUSINESS & CREATIVE GROWTH

We serve as a high-visibility platform where our partners, local vendors, creators, and performers can connect with thousands of attendees, grow their customer base, and strengthen the local economy.



RECLAIMING LAKE MERRITT AS A CULTURAL LANDMARK

Together, we unity and belonging by reclaiming Lake Merritt as a cultural hub where people from all backgrounds can gather in community.

TARGET MARKET

LakeFest Oakland attracts community-driven families, culture enthusiasts, and conscious brands looking to engage with a vibrant, diverse audience that values local art, music, and economic empowerment.

COMMUNITY-DRIVEN CONSUMERS & FAMILIES

Oakland residents, including families, young professionals, and longtime community members who value culture, local businesses, and family-friendly experiences.



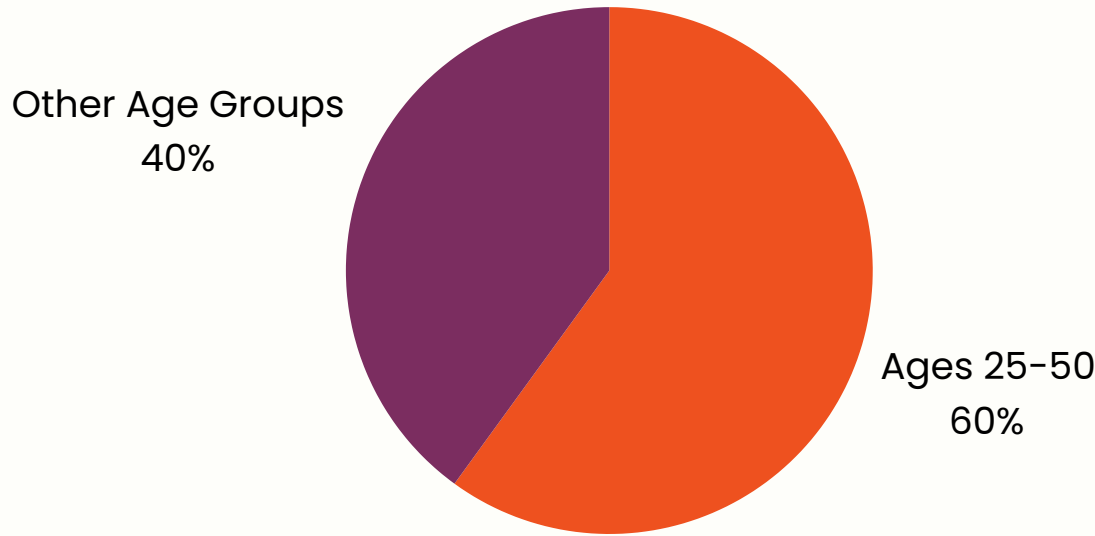
CONSCIOUS BRANDS & LOCAL BUSINESSES

Companies, sponsors, and small business owners looking to connect authentically with Oakland's diverse and engaged audience.

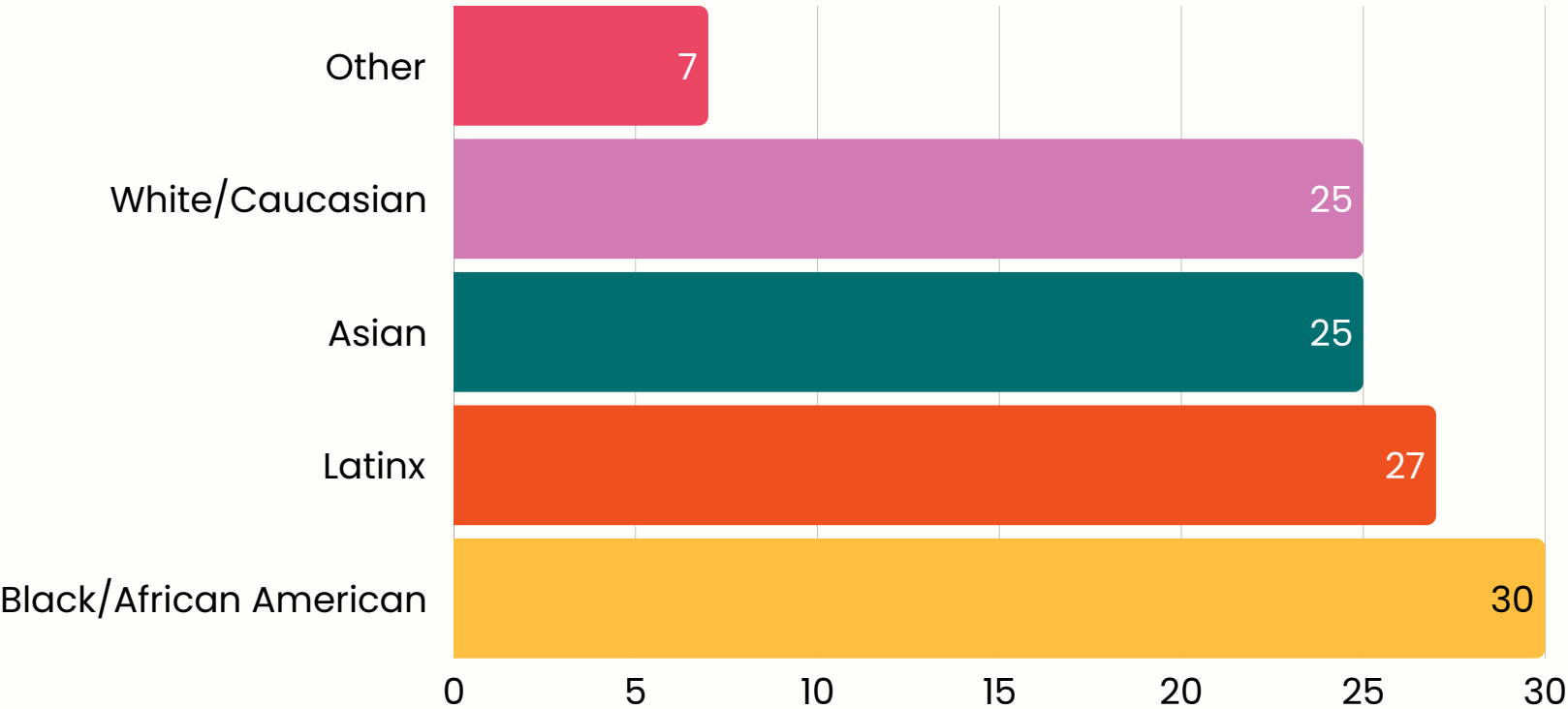


DEMOGRAPHICS

AGES



DIVERSITY BREAKDOWN



GENDER

Middle to upper-middle class

INCOME LEVEL

Middle to upper-middle class

EDUCATION

High school graduates, college-educated professionals, and entrepreneurs

INTERESTS

Local culture, live music, food festivals, small business support, community activism, and family-friendly experiences

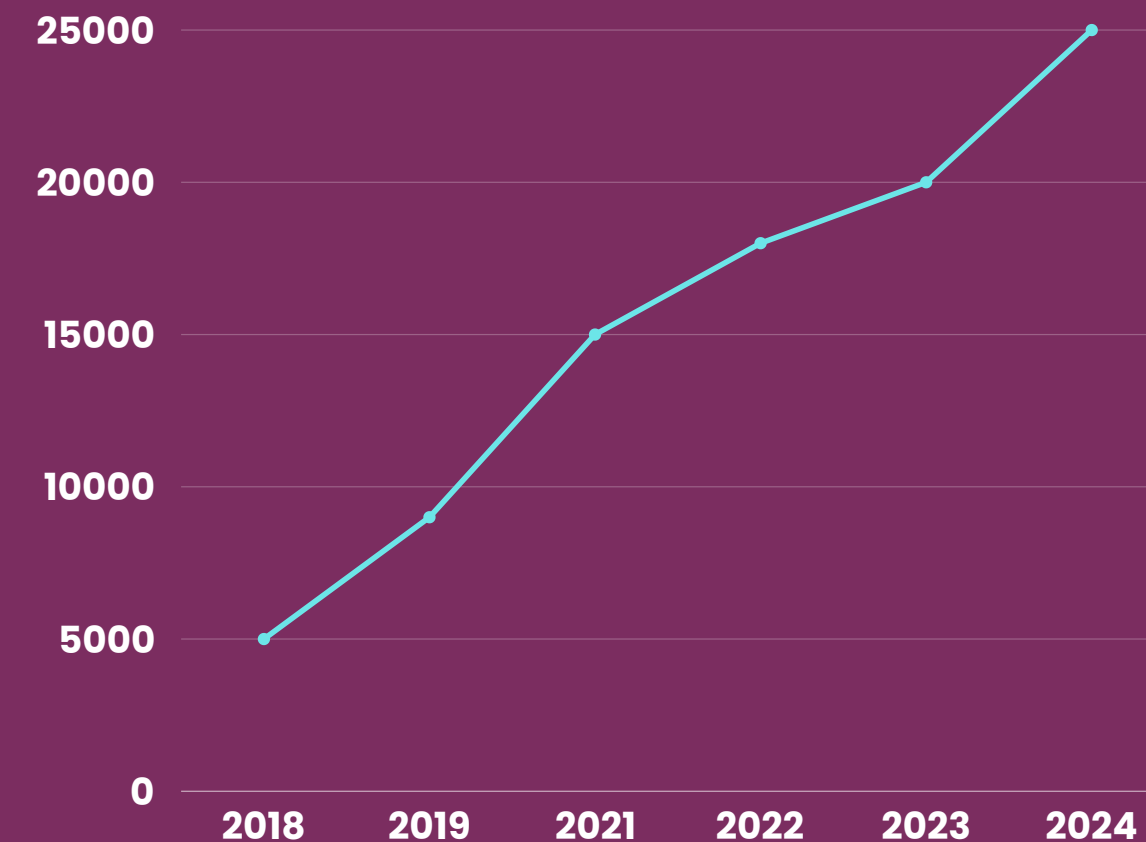
OUR ONSITE REACH

LakeFest Oakland attracts community-driven families, culture enthusiasts, and conscious brands looking to engage with a vibrant, diverse audience that values local art, music, and economic empowerment.

**20K+
EXPECTED
ATTENDEES**

170+ VENDORS

YOY ATTENDANCE GROWTH



OUR ONLINE REACH

LakeFest Oakland attracts community-driven families, culture enthusiasts, and conscious brands looking to engage with a vibrant, diverse audience that values local art, music, and economic empowerment.



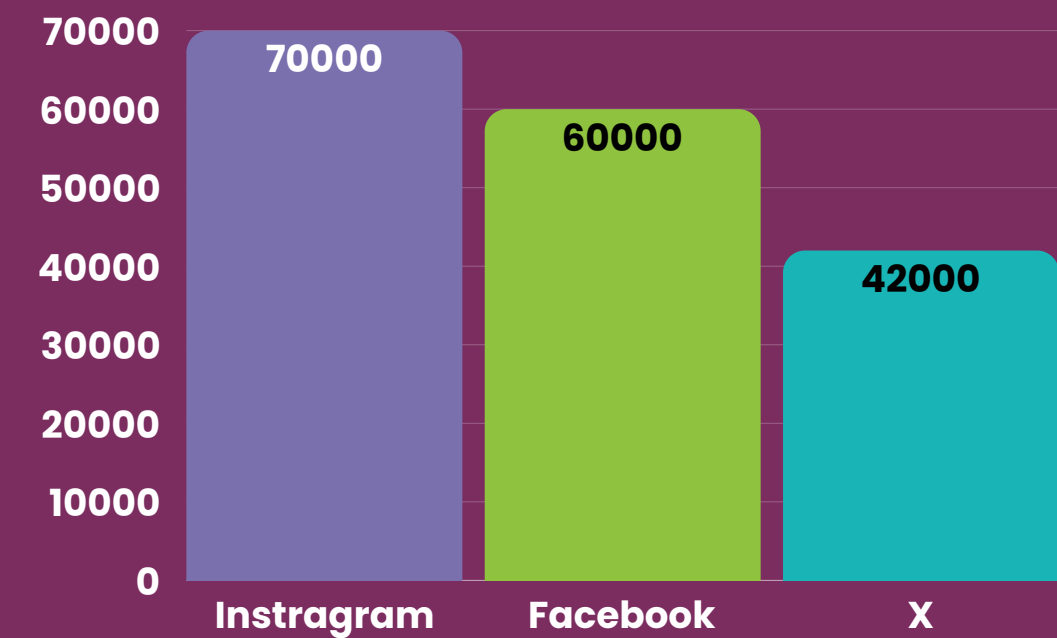
**4.6K
FOLLOWERS**



**8.9K
FOLLOWERS**

ENGAGEMENT

Likes, Shares, Comments, Saves



WHAT PEOPLE ARE SAYING ABOUT LAKEFEST OAKLAND



techxorg The Tech Exchange Team had an incredible time at @lakefestoakland ! We want to express our gratitude for allowing us to be part of this enjoyable event.

During this year's tech pavilion, @lakefestoakland partnered with numerous organizations and companies to provide a wide array of educational sessions. The collaborative efforts resulted in an extensive selection of engaging activities, including drone classes, digital literacy workshops, cybersecurity courses, and much more!

Tech Exchange generously sponsored the tech pavilion this year, providing 100 free Chromebook computers to participants. The joy on the faces of numerous families who received a free computer was truly heartwarming! We extend our sincere thanks to everyone who contributed to the success of this event and to all the individuals who joined us at Lake Fest 2023.

We look forward to the next opportunity to come together and create more unforgettable memories. Until then, take care and see you next time!



visitoakland ❤️❤️❤️ We can't wait for Lakefest! 🙌



itsjalenxavier This was so much fun last year, what Oakland is truly about



empowers.souls Shoutout to the queens of @vibes_inthepark that came all the way from Denver, CO to groove with us at @lakefestoakland!



aria_briosos 🙌 Thank you for this fun event! We enjoyed so much 🙌🔥



digzmediagroup We can't wait! It's always been such a fun event! 🙌

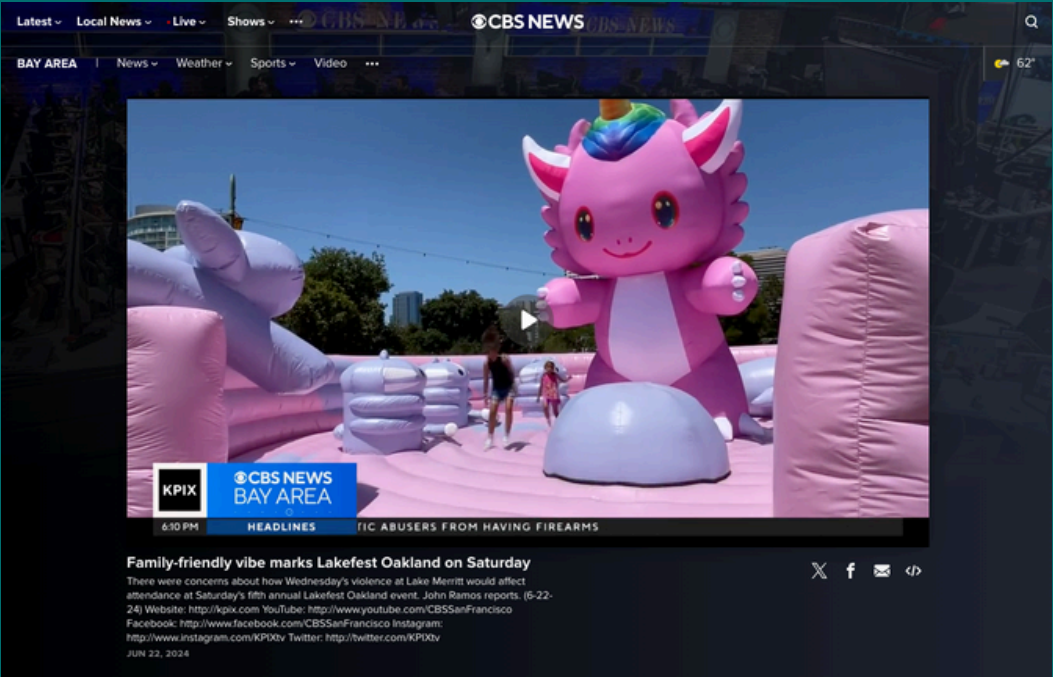
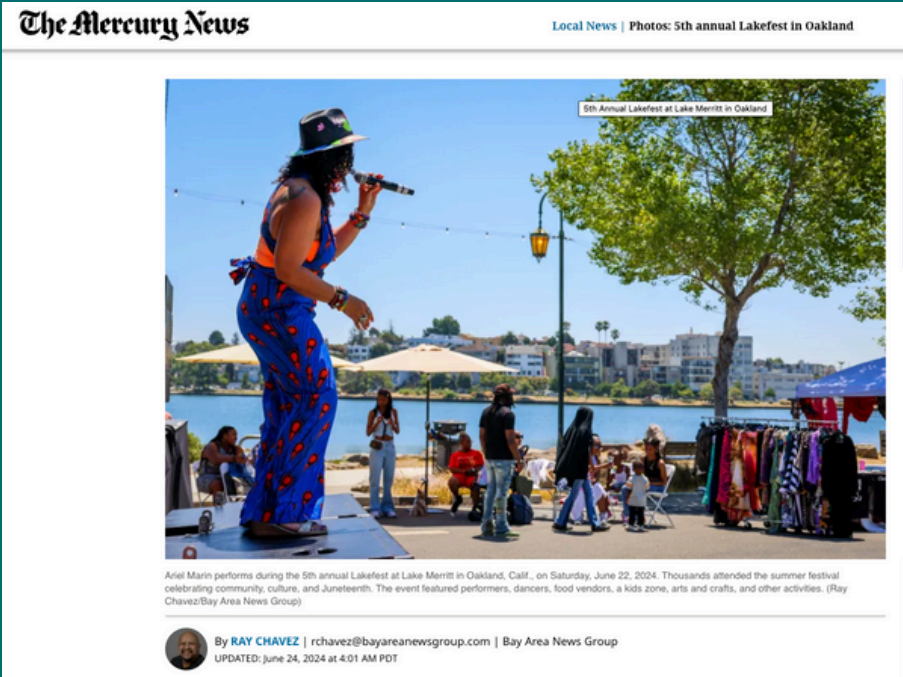


lightskinkesha_ I'm glad you're continuing with such a positive event. The Bay Area needs events like this!



fairylandca Thank YOU for putting on such a great event! 🙌

AS SEEN IN



Lakefest Oakland

Home / Events / Annual Events



June 21, 2025

LakeFest Oakland, founded in 2018 in Oakland, CA, celebrates the rich culture and diversity that makes the city unique. Created by Oakland natives and operated by a dedicated team of Bay Area residents, LakeFest has grown into one of the largest cultural celebrations in Oakland.

LakeFest is more than just a festival—it's a heartfelt tribute to Oakland's history, creativity, and resilience. In recognition of its impact, former Mayor Libby Schaaf officially declared June 21st as LakeFest Day in Oakland.

A family-friendly event where kids, pets, and community members come together to enjoy music, food, and culture, LakeFest Oakland embodies the vibrant energy that makes the city so special. This is truly Oakland.

Location: Lake Merritt, Oakland CA

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP PACKAGES ARE CUSTOMIZABLE*

TITLE: \$50K

- **Premier Co-Branding:** “LakeFest Oakland presented by [Sponsor Name],” positioning your brand as a champion of culture and community.
- **Main Stage Sponsorship:** High-impact visibility with on-stage branding, premium signage, and live mentions throughout the event.
- **Premium Brand Placement:** Your logo featured prominently on all marketing materials, the event website homepage, official merchandise, and on-site signage.
- **Custom Branded Activation:** Engage thousands of attendees with a tailored onsite experience such as a VIP lounge, interactive brand showcase, or exclusive product integration.
- **Targeted Digital Exposure:** (1) dedicated social media campaign (2 Instagram feed posts, 1 reel, 2 stories) reaching our engaged audience of culture-driven consumers.
- **Email Marketing Spotlight:** Featured in (2) dedicated email blasts to our 40,000+ subscribers, maximizing brand awareness before and/or after the event.
- **Exclusive VIP Experience:** (10) VIP passes with backstage access and premium hospitality perks, ensuring your team and guests experience LakeFest in style.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP PACKAGES ARE CUSTOMIZABLE*

PREMIER: \$20K

- **Prominent Brand Visibility:** Large logo placement on all festival signage, event website, and across our social media platforms, ensuring high visibility.
- **Secondary Stage Sponsorship:** On-stage branding and live mentions during performances, giving your brand direct exposure to the event audience.
- **Onsite Activation:** Opportunity to engage attendees with a branded booth or product sampling, creating an interactive brand experience.
- **Social Media Exposure:** (3) dedicated social media mentions (1 Instagram feed post, 1 reel, 1 story) before and/or after the event, increasing brand awareness and engagement.
- **Exclusive VIP Experience:** (8) VIP passes with exclusive access, offering a premium experience for your team and guests.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP PACKAGES ARE CUSTOMIZABLE*

OFFICIAL: \$15K

- **Brand Visibility:** Logo placement on all festival signage, event website, and across our social media platforms, ensuring high visibility.
- **Secondary Stage Sponsorship:** On-stage branding and live mentions during performances, giving your brand direct exposure to the event audience.
- **Onsite Activation:** Opportunity to engage attendees with a branded booth or product sampling, creating an interactive brand experience.
- **Social Media Exposure:** (1) dedicated social media mention (your choice of 1 Instagram feed post, 1 reel, or 1 story) before or after the event, increasing brand awareness and engagement.
- **Exclusive VIP Experience:** (6) VIP passes with exclusive access, offering a premium experience for your team and guests.

COMMUNITY: \$10K

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

SUPPORTING: \$5K

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

SMALL BUSINESS: \$2.5K

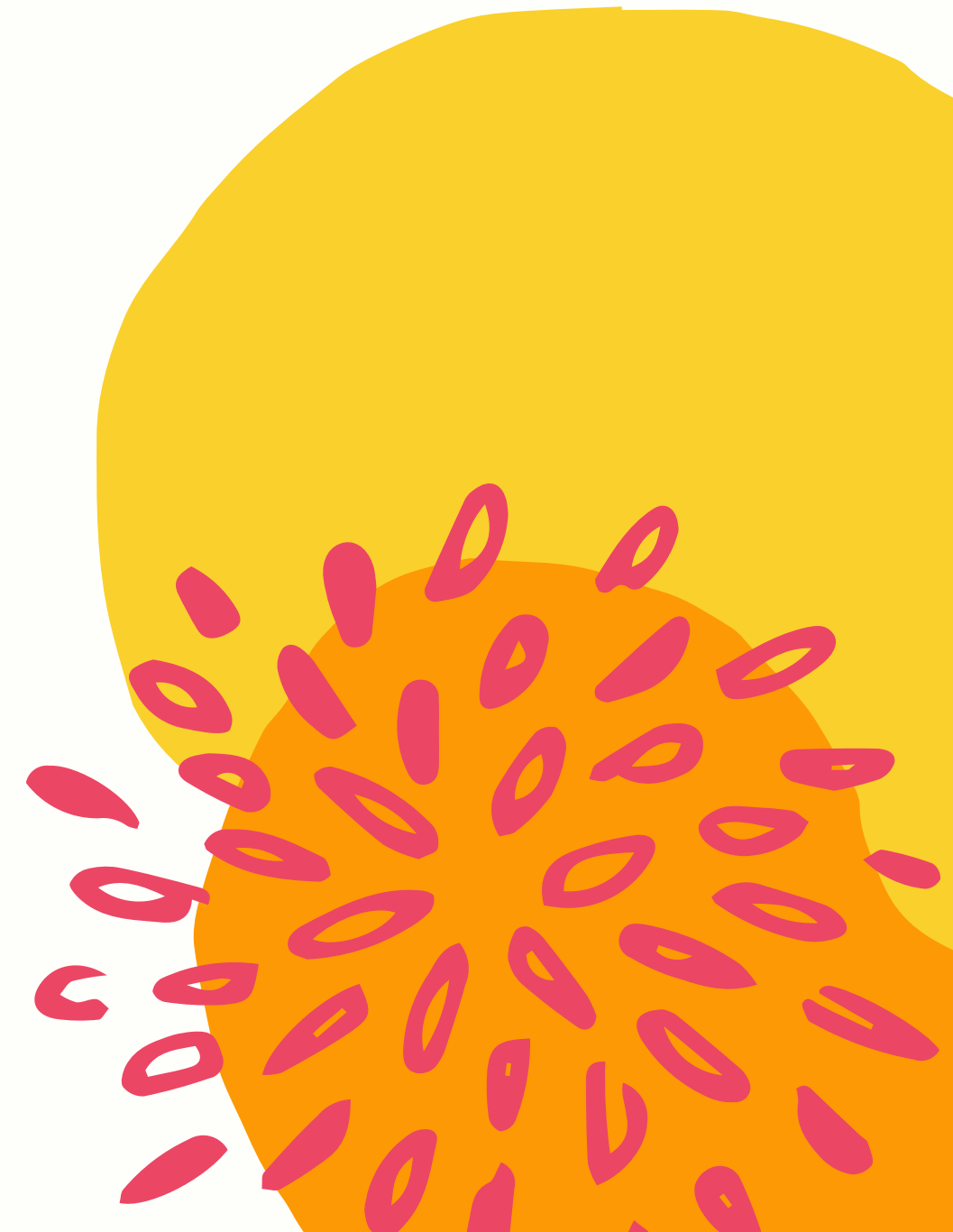
- Logo placement on website
- Vendor booth to sell product at the festival
- (1) grouped social media mentions

FRIEND: \$1.5K

- Logo placement on website
- Vendor booth to sell product at the festival
- (1) grouped social media mentions

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP PACKAGES ARE CUSTOMIZABLE*



MEET THE TEAM



Trevel Adanandus

Founder



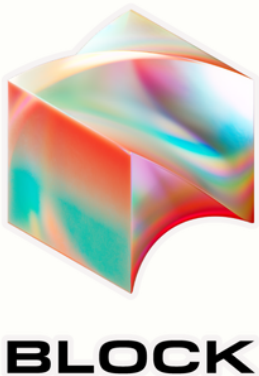
Shayla Jamerson

Co-Producer

The Lakefest Oakland team is led by two town natives with strong roots in the community from their business and social impact initiatives.

They are joined by an experienced and passionate team of professionals dedicated to shining a light on the culture and energy of Oakland.

SPONSORS && COMMUNITY PARTNERS



CONTACT



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Thank you!