

11TH ANNUAL

LakeFest OAKLAND

2026

SPONSORSHIP OPPORTUNITIES



Lakefest OAKLAND

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

→ **7TH ANNUAL**

→ **OVER 20K ATTENDEES**

→ **200+ VENDORS**

→ **FAMILY FRIENDLY**

→ **MULTI-STAGE ENTERTAINMENT**



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

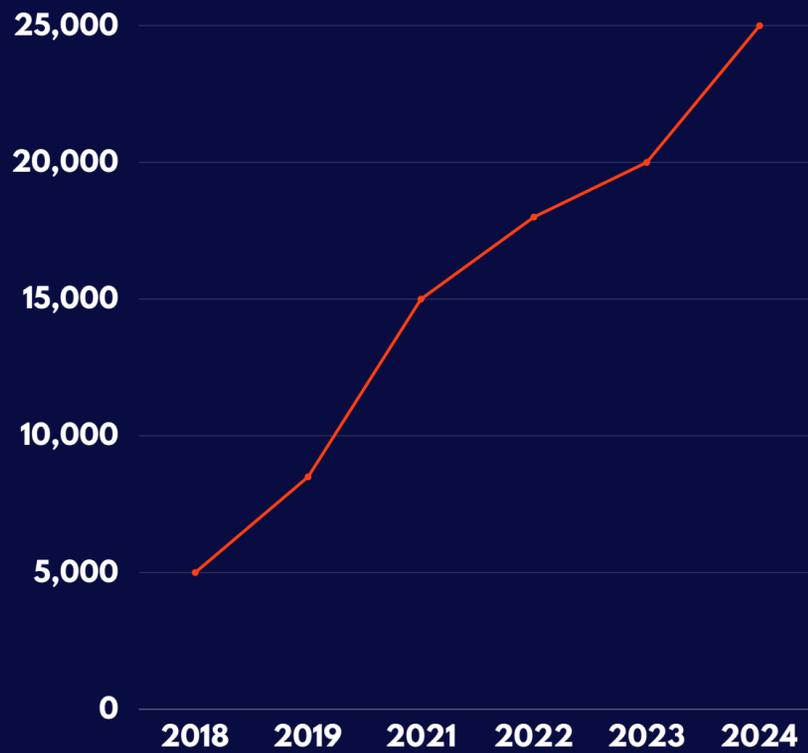


VIP ACCESS & EXPERIENCES:
SPONSORS GET EXCLUSIVE
ACCESS, ACTIVATIONS, AND
VIP PERK

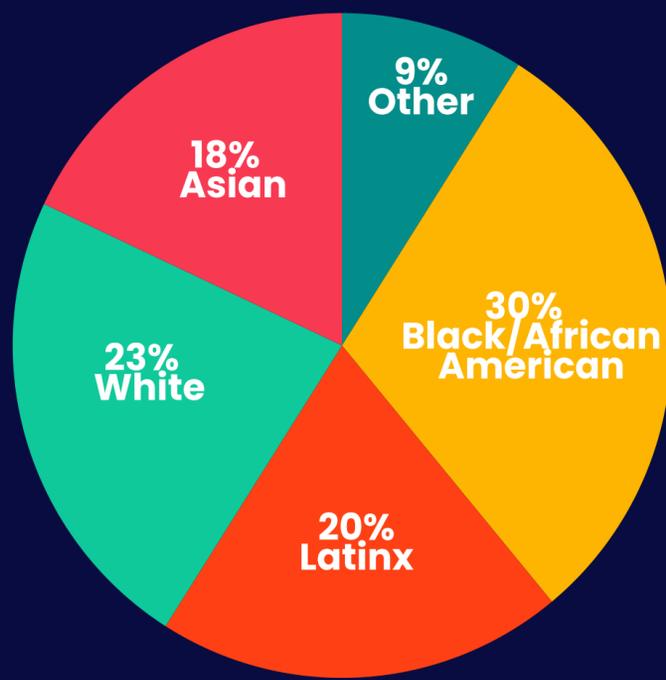


LakeFest OAKLAND

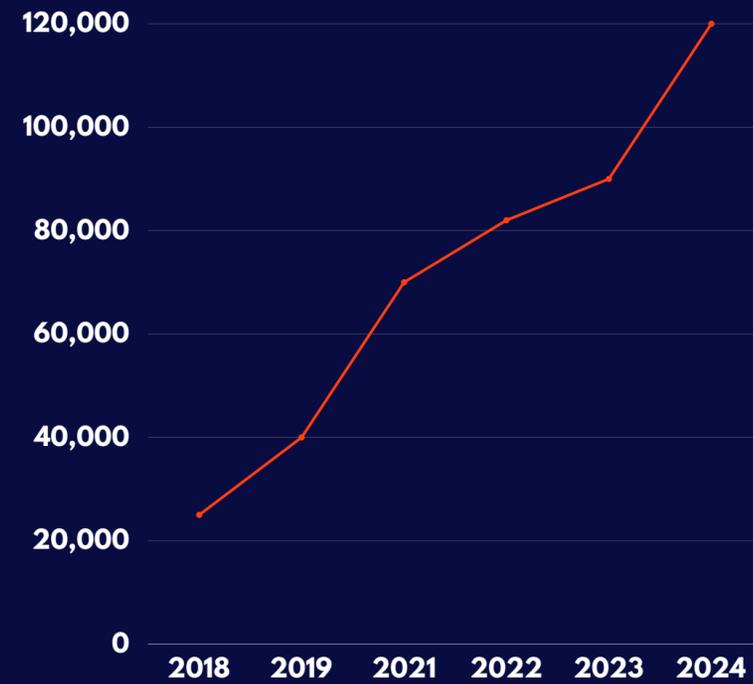
LAKEFEST OAKLAND BRINGS TOGETHER A HIGHLY ENGAGED AUDIENCE OFFERING BRANDS A DIRECT CONNECTION TO OAKLAND'S VIBRANT COMMUNITY. OUR FESTIVAL-GOERS ARE DIVERSE, SOCIALLY ACTIVE, AND EAGER TO ENGAGE WITH BRANDS THAT ALIGN WITH CULTURE, COMMUNITY AND CELEBRATION.



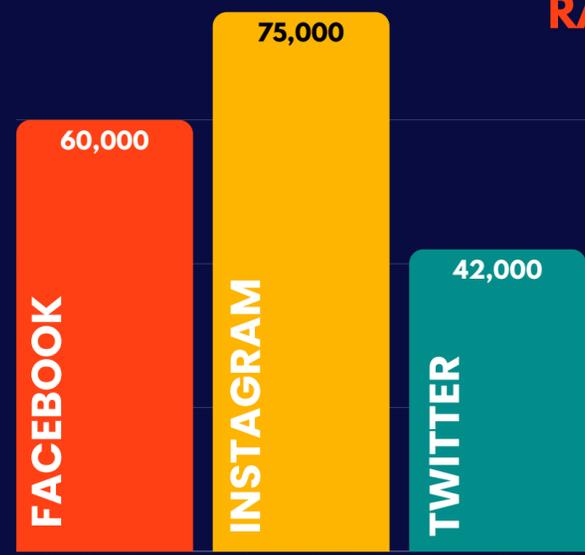
ATTENDANCE



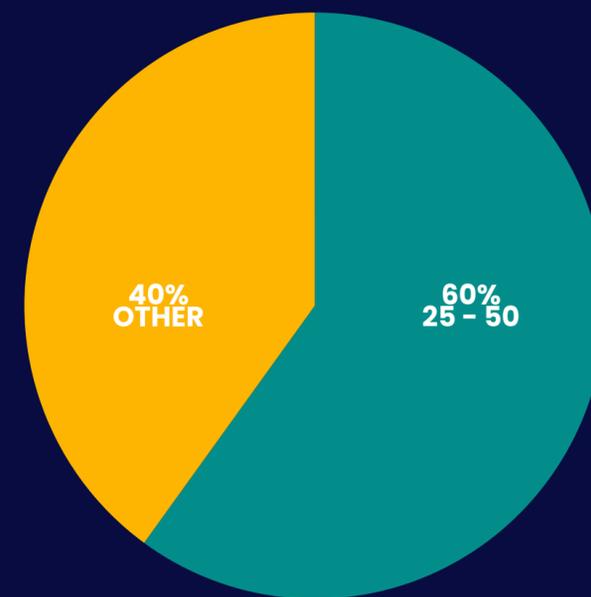
RACE/ETHNICITY



SPONSORSHIP DOLLARS



SOCIAL ENGAGEMENT & FOLLOWERS



AGES



LakeFest OAKLAND SPONSORSHIP OPPORTUNITIES

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

PREMIERE SPONSOR - \$20,000

- First and prominent logo placement on all festival signage, website, and social media (after Title Sponsor)
- 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
- Tertiary 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

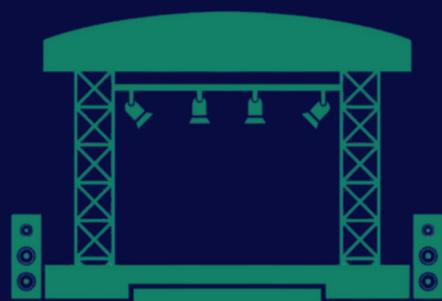
- Name/logo on website + select social media mentions
- Vendor booth or product sampling opportunity

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. OUR ACTIVATION OPPORTUNITIES ARE DESIGNED TO MOVE BEYOND VISIBILITY AND INTO CREATING IMMERSIVE, HIGH IMPACT EXPERIENCES THAT CONNECT DIRECTLY WITH ATTENDEES IN AUTHENTIC AND MEASUREABLE WAYS.



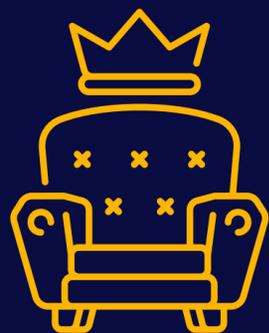
TITLE/PREMIERS STAGE NAMING RIGHTS

Position your brand at the center of the festival experience with integrated stage branding, live host mentions, and direct visibility to 20,000+ attendees throughout the day.



KIDS ZONE SPONSOR

Connect authentically with families through interactive programming, games, and educational activities in a safe, high-traffic, family-centered environment.



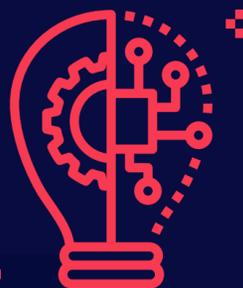
VIP EXPERIENCE SPONSORSHIP

Create an elevated, branded hospitality experience where your company engages influencers, executives, and community leaders in a curated premium environment.



HEALTH & WELLNESS ZONE SPONSOR

Align with community well-being through a branded pavilion featuring fitness demonstrations, health resources, wellness education, and high-engagement lifestyle activations.



TECH & INNOVATION ZONE SPONSORSHIP

Showcase forward-thinking products and services in a dedicated innovation hub highlighting startups, digital experiences, gaming, and immersive technology.

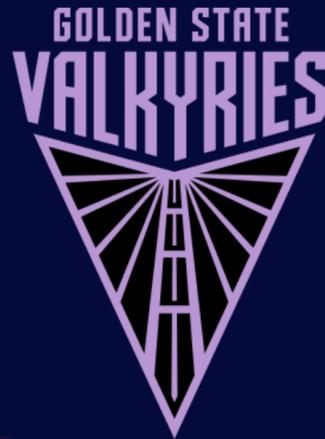


PRODUCT SAMPLING & GIVEAWAYS

Drive direct consumer engagement through strategic product distribution, branded merchandise, and experiential sampling designed to generate trial and brand recall.

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PREVIOUS SPONSORS

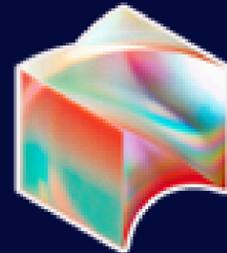


Children's

FAIRYLAND



SFGATE



A Division of CBC



YOUR RECYCLING TEAM
WASTE MANAGEMENT
CALIFORNIA WASTE SOLUTIONS

BLOCK



LakeFest OAKLAND

LET'S MAKE HISTORY TOGETHER
PARTNER WITH LAKEFEST OAKLAND 2026

PLACE YOUR BRAND AT THE CENTER OF
ONE OF THE MOST DYNAMIC CULTURAL
CELEBRATIONS IN THE BAY AREA.



SPONSORSHIP@LAKEFESTOAKLAND.COM



WWW.LAKEFESTOAKLAND.COM

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THANK YOU!

