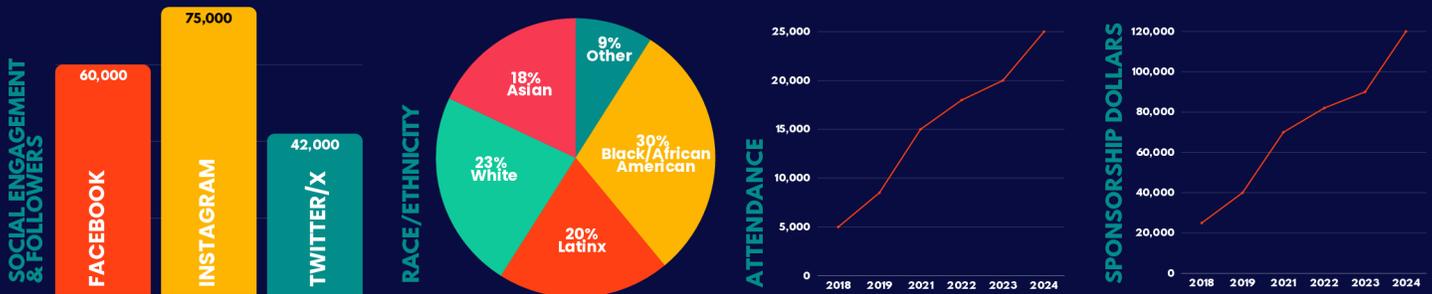


# LakeFest OAKLAND 2026 SPONSORSHIP OPPORTUNITIES

LAKEFEST OAKLAND IS A PREMIER BAY AREA CULTURAL FESTIVAL, ATTRACTING 20,000+ ATTENDEES ANNUALLY AND OFFERING BRANDS DIRECT ACCESS TO ONE OF THE REGION'S MOST ENGAGED AND CULTURALLY INFLUENTIAL AUDIENCES.

## 7 YEARS OF COMMUNITY IMPACT



OUR AUDIENCE IS DIVERSE, SOCIALLY ACTIVE, CULTURALLY INFLUENTIAL, AND EAGER TO ENGAGE WITH BRANDS ALIGNED WITH CULTURE, COMMUNITY, AND CELEBRATION.

**BRAND VISIBILITY:**  
EXPOSURE TO A DIVERSE, ENGAGED AUDIENCE IN OAKLAND

**COMMUNITY ENGAGEMENT:**  
SUPPORT AN EVENT THAT UPLIFTS OAKLAND'S SMALL BUSINESS & CULTURE

**VIP ACCESS & EXPERIENCES:**  
SPONSORS GET EXCLUSIVE ACCESS, ACTIVATIONS, AND VIP PERKS

**MEDIA REACH:**  
SOCIAL, DIGITAL, & PR COVERAGE AMPLIFYING SPONSORS' PRESENCE

### 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 dedicated email marketing campaigns 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 or category exclusivity 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

LET'S CONNECT: [SPONSORSHIP@LAKEFESTOAKLAND.COM](mailto:SPONSORSHIP@LAKEFESTOAKLAND.COM)

# LakeFest OAKLAND 2026 SPONSORSHIP ACTIVATIONS

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.

- PROFESSIONALLY PRODUCED
- OVER 20K ATTENDEES
- FAMILY FRIENDLY
- MULTI-STAGE ENTERTAINMENT
- 200+ SMALL BUSINESS SUPPORTED

## PREVIOUS PARTNERS AND SPONSORS



LET'S CONNECT: [SPONSORSHIP@LAKEFESTOAKLAND.COM](mailto:SPONSORSHIP@LAKEFESTOAKLAND.COM)