

SUMMER SOLSTICE CELEBRATION



PARADE: JUNE 23
SOLSTICE FESTIVAL
JUNE 22-24, 2018



SOLSTICE WORKSHOP

300 + all ages members of the community come create together under the direction of:

- 1 Artistic Director
- 6 Artists in Residents
- 3 technical team members
- 3 Costume team members
- 3 Mask making Staff
- 1 Teen Camp Director
- 3 Registrar staff
- 5 Opening & Closing Crew Team members
- 20 + Skilled Community Volunteers

With

Paint, brushes
saws, drills, tools,
sewing machines,
wood, bamboo, wire
loads of fabric,
recycled materials,
and
Joy

Laughter

Determination

And BUILD

Floats
Costumes
Ensembles
Puppets

Whimsical Creatures

Confidence, Skills, Connectivity
Intergenerational Knowledge



OPEN TO THE PUBLIC

MAY

3-8 WED-FRI

SAT-SUN 12 -6

JUNE

ALMOST 24/7

SOLSTICE PARADE



1000 Participants of all
ages

100,000 spectators from
around the world

2 miles of smiles

All handcrafted art, no
logos or words

No vehicles

All people powered

Parade King & Queen

100 VIP Seats

50 Senior /Disabled Seats

Facepainting

Chalk art

Announcers Table



3 DAY SOLSTICE FESTIVAL

70 Festival Vendors
Arts & Crafts
Artisan Food Vendors
Craft Beer & Wine
Garden
Children's Area
Craft Station &
Performances
Children's Parade
Main Stage with 20 +
bands
VIP Gazebo
Drum and Dance
Circle
DJ Zone
Floats on Display



SPONSORSHIP OPPORTUNITIES

\$10K + VISIONARY

As a sponsor and partner, you play an active and influential role in creating the next phase of Summer Solstice Celebration for generations to come. At this level you will receive most prominent logo inclusion in all materials including website, social media, onsite exposure, video, television, e-newsletter and beyond. We will highlight your company and together we actively build the future of Solstice via growing partnerships locally and internationally. Your support helps fund coordination, outreach and seeds the future programming expansion.



\$5K COMMUNITY BUILDER

Your support and involvement will be recognized in the second tier of sponsorship prominence, in all of the locations mentioned above. You and your company are invited to participate in building the future of Solstice through your ideas and influence in the community. We hope you'll join us!



\$2500 WORKSHOP ARTIST SPONSOR

This sponsorship helps us build the fabric and the diversity that makes us strong, united, nimble and bright. Your involvement and logo placement is based on your interest area, whether it be a sponsoring a particular event during the festival, an Artist in Residence, float, musician, children's activity or as an in-kind donation at a commensurate value. We will create a custom sponsorship that fits the goals of your company. Benefits can include: A booth at the festival, a special promotion via email, social media, website, VIP seating access and more!



\$500 PICK YOUR PASSION

This is a perfect space for entry level sponsor to explore the possibilities of Solstice. At this level you help us build the heart and soul of the festival letting creativity soar by seeding funds to preserve the tradition and build our future. Let us create a custom sponsorship based on your level and interest!



AREAS OF SPONSORSHIP & INVOLVEMENT

- **Solstice Parade** - 45th Annual Parade, June 23, 2018 @ noon
- **Festival @ Alameda Park** June 22-24, 2018
- **Children's Parade** - 3rd Annual June 24, 2018
- **Community Arts Workshop** (May - June) - Where the Parade comes to life!
- **Sponsor an Artist** to help facilitate float building with the community
- **Sponsor the Apprentice Program** - to keep the creativity flowing for future generations
- **Youth Programming & Teen Camp**
- **Scholarships & Fee Waivers for Workshop & Parade**
- **Vendor Booths**
- **VIP Parade Seating**
- **Main Stage at the Festival**
- **Youth and Family Stage at the Festival**
- **Art Classes**
- **Pre-Festival Events**
- **Restaurant & Hotel Sponsors**
- **Airline Sponsor**
- **International Partnerships**
- **Hosting an Artist or Musician**
- **Consulting support**
- **Marketing / Advertising**
- **Materials for Float building**
- **IT/ Software**



Help us build
Solstice over the next
2-3 years into an
International
Art, Music & Culture
Festival!

AREAS FOR RECOGNITION COMMENSURATE WITH SPONSORSHIP LEVEL: CUSTOMIZABLE

- Announcements or mention at parade, stage, events, radio interviews, tv, meetings or community gatherings
- E-newsletter specialty blasts or as part of regular e-communications
- Facebook page mention, image or logo inclusion
- Website logo inclusion or event, etc.
- Print advertising in local media outlets
- Custom video or ad for your company including Solstice involvement
- Comped participation in parade, workshop, or beer & wine garden, tickets to pre-events etc.
- On-site signage - diverse opportunities with expanding programming!

BECOME A SPONSOR TODAY



CONTACT

Summer Solstice Celebration

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SEND A TAX DEDUCTIBLE DONATION

Summer Solstice Celebration

P.O. Box 21141

Santa Barbara, CA 93102-1141

DONATE ONLINE

<http://solsticeparade.com/store/donate>