



August 21st-22nd
CALIFORNIA
Watermelon 
FESTIVAL
10:00am to 10:00pm Saturday-Sunday

Partner with the valley's largest event and reach 20,000 paid attendees.

Our attendees are an attractive market with higher than average income, home ownership social media experience, and need of professional services.



We can customize your brand to reach a high impact to the consumer
edward@watermelonfest.org • 818.262.3114



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2021 PARTNERSHIP FACT SHEET

DATES - HOURS - LOCATION

Saturday & Sunday
 August 21st & 22nd
 10am -10pm

Hansen Dam Soccer Complex
 11480 Foothill Blvd,
 Lake View Terrace CA 91342

ADMISSION

Adults: \$15
 Kids (Ages 3 to 12): \$10
 Children 2 and under: Free

EVENT OVERVIEW

The California Watermelon Festival is a 57-year valley tradition, celebrating the history of the eastern San Fernando foothills watermelon growing region.

Expected Attendance of 20,000

It has been one of the most popular festivals held in east San Fernando Valley Foothills. It is two days and evenings filled with great food, contests, games, and entertainment. The ice cold watermelon slices are free and attendees can shop a variety of interesting artisan and vendor booths.

Activities include:

- ▶ Watermelon Arena Games: melon skiing, races, costume contest, and much more!
- ▶ Watermelon Marketplace
- ▶ Carnival rides and midway games
- ▶ Kids Zone and arts and crafts
- ▶ Variety of festival music
- ▶ Custom car and wild art exhibit
- ▶ Yummy food vendors, each with a unique watermelon dish!

COMMUNITY IMPACT

All proceeds raised by the California Watermelon Festival defray costs of putting on the festival and support charitable activities, and local youth groups.

Past year's list of recipients included:

- ▶ Sylmar High Football/Cheer
- ▶ San Fernando Football
- ▶ Mission College Culinary
- ▶ Mission College Multi Media
- ▶ City of Hope

MARKETING SUPPORT

Our marketing effort will be even bigger than last year. These efforts include:

- ▶ Mommy Blogger web Sites
- ▶ Dozens of web-site event listings
- ▶ Social media & promotions to generate interest
- ▶ 2,000,000 Impressions
- ▶ 80,000 Engaged
- ▶ Press releases
- ▶ Ethnic media
- ▶ Web-side sponsor promotion

THE VALUE OF A INTERACTIVE PARTNERSHIP

Festival partners receive exposure across on-site, social media, print, online and interact to collect data.

Partnership packages are available in different areas:

- ▶ Crazy Car Exhibit
- ▶ Watermelon Ski / Eating Contest
- ▶ Food Court
- ▶ Main stage
- ▶ Kids area
- ▶ Interactive Art