



# Sponsorship Program

## June 6th-7th

Hansen Dam Soccer Complex

# 2026

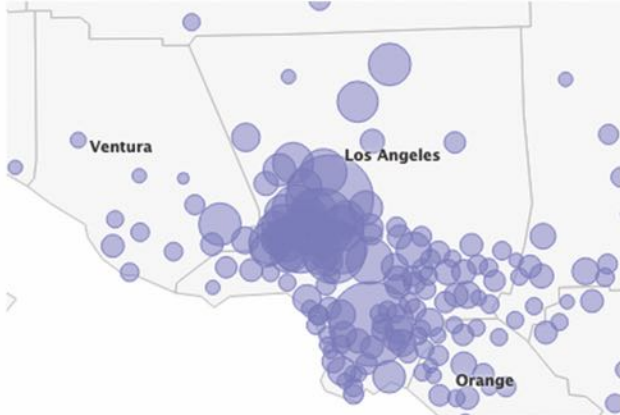


For over 63 years, families across Southern California have made it their summer tradition to experience the sweetest celebration in the San Fernando Valley. The California Watermelon Festival brings together thousands of visitors each year for unforgettable family fun, mouthwatering flavors, and community spirit. Our motto captures it perfectly: "A Slice of California for Everyone."

## Our Demographic & Opportunity of 28,000 Visitors

AGE		GENDER		RACE		MEDIAN INCOME		EDUCATION	
1-19	18%	Male	60%	Caucasian	30%	\$24K	13%	HIGH SCHOOL	20%
20-24	12%	Female	40%	Hispanic	40%	\$24K - \$49K	7%	SOME COLLEGE	7%
25-34	36%			Black	10%	\$50K - \$99K	13%	Bachelors	47%
35-44	15%			Asian	8%	\$100K - \$149K	30%	Graduate	37%
45-99	23%			Other	11%	\$150K	36%		

### WHERE DO THEY COME FROM?



### SOCIAL MEDIA OUTREACH | PRINT OUTREACH

Social Media | E-Mail Blast | Foodie Influencers  
 Flyer Distribution | Radio | T.V. Outreach  
 Approximate 20 million viewer impressions



## Food Court Program

Taste summer like never before. Our award-winning food vendors craft 40+ watermelon creations you won't find anywhere else—from ice-cold margaritas and crispy fries to flame-grilled steaks that'll change how you think about watermelon. Last year, 15,000+ food lovers discovered their new favorite flavor here. Vendors: Showcase your brand to thousands of engaged attendees. Our Food Court Program offers prime visibility in the valley's hottest culinary destination and engaging culinary experience.



## Live Music Stage

**NEW!**  
Line Dancing!



Live music? It's what turns a good festival into an unforgettable party! Our handpicked bands and singers bring the heat with everything from classic rock anthems to today's chart-toppers—something to make everyone dance. Get ready for 10 hours of non-stop grooves, from 12:00 noon and culminoon until 10:00 p.m. Let's make some noise!





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## Kids Zone

We know kids often tug their parents toward opportunities for the most fun at a festival. For this reason, we know that kids bring the parents! We offer plenty of fun, interactive and educational options for their enjoyment, including a children's theatre with dancing and watermelon fairy shows, a watermelon costume contest, a bubble show and bubble parties, kids' crafts and face painting, a petting zoo, pony rides, exotic bird and reptile presentations, photos with our Slice mascot, and so much more! We can infuse your message, brand or product within the kids' zone area.



## Car Show

Rev your engines for the San Fernando Valley's most spectacular car show! Where else can you see gleaming hot rods, pristine classics, and custom low riders all in one place? From chrome that blinds to paint jobs that mesmerize, this automotive showcase draws three generations of car enthusiasts. Kids go wild for the rumbling engines, parents snap photos with dream machines, and grandparents share stories of the cars they once drove. It's pure horsepower meets family fun.



## Instagram Memories

We offer creative photo booth opportunities for event goers that make it possible for visitors to share every moment of laughter and joy on their favourite social platforms. Our sister company, Imagine Works, is a full-service creative and printing company that can create any type of printing/fabrication signage for your brand.



## Massive inflatables!



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## Creative Carvings

We have the most talented artists from Mission College's culinary department to carve almost anything. We can make your logo and brand come alive at our carving station. Let us do something creative with your brand.



## Shopping Court

Our Shopping Court is not just a market; it's a treasure trove of creativity and craftsmanship, and a big reason why visitors eagerly return to our festival year after year. We take pride in carefully selecting only the finest arts and crafts vendors from the vibrant communities of San Fernando and Los Angeles. This curated approach ensures our Shopping Court showcases the best and latest in local artisanal talent.



## Horse Rodeo **NEW!**

Join us for an unforgettable celebration of artistry, culture, and competition. The California Watermelon Festival brings together world-class riders, magnificent horses, and breathtaking performances that honor centuries of tradition while thrilling audiences of all ages.



A SLICE OF CALIFORNIA

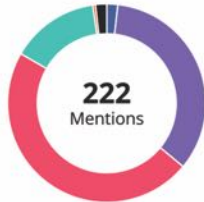


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## Our 2025 Media Analytics

Mentions by Media Type



- Facebook
- TV
- YouTube
- Radio
- Online News
- Instagram

Audience by Media Type



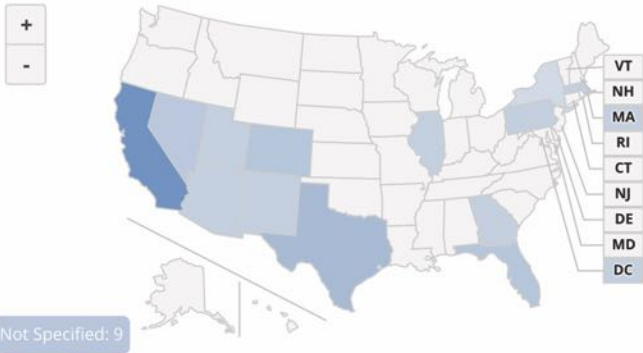
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Publicity by Media Type

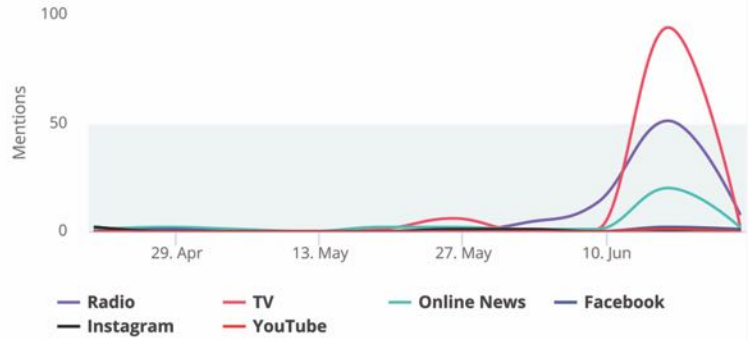


- Facebook
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Mentions by State



Mentions by Media Type and Time



<b>Total National TV Audience</b> 18,088,064	<b>Total National TV Publicity</b> USD \$1,294,659
<b>Total Radio Audience</b> 2,012,789	<b>Total Publicity Value</b> USD \$5,462
<b>Total Online News Audience</b> 456,045,271	<b>Total Online News Publicity</b> USD \$5,619,261
<b>Total Social Followers</b> 78,738,073	<b>Total Social Publicity</b> USD \$24,807

<b>Total Local TV Audience</b> 2,123,034	<b>Total Local TV Publicity</b> USD \$813,093
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Total Number of Clips 222

**36% of Attendees Earn \$150k+. That's \$200M in Spending**