

2nd Annual Kern County



EARTH DAY 661
FESTIVAL

Bakersfield, California • April 19, 2025



2025 Sponsorship Opportunities

Contact us at (818) 264-5115 or earthday661@gmail.com.

hello!

Every Spring, going back the last 54 years, millions of Americans have celebrated Earth Day nationwide to raise awareness for environmental issues. Since going global in 1970, over 1 billion people participate in Earth Day activities worldwide.

We invite you to join as a sponsor and support our shared mission to inspire and bring together a community of Earth loving humans.



Earth Day 661 (*formerly known as Earth Day SCV*) was founded in 2014 by Natasha and Jay Robinson, of Green Clean Pros®; an eco-conscious small business. They hosted their festival for several years in Valencia, CA before relocated their business during the pandemic. Earth Day 661 was relaunched with an inaugural festival in Bakersfield, California on April 21, 2024.

This festival was created to support and enrich the local community with awareness of the simple ways we can all be more sustainable while protecting and enjoying our beautiful planet together.

The Earth Day 661 Festival is a free, family friendly event that allows us to connect the community with local environmental organizations and eco-conscious small businesses who work all year long to help keep our earth happy.

A major key focus has always been to get children outdoors in nature to help them think beyond their usual surroundings and become little stewards for our ever-changing planet.

As a festival sponsor you'll be helping raise awareness and support for our ongoing efforts, while promoting your business and involvement in community events!



Coming off a successful event in April of 2024, we hosted over 1,000 people at Yokuts Park for our annual celebration. Within 3 days of listing 2025's festival on social media, we had over 200 attendees RSVP.

For our 2nd Annual Kern County festival, we expect to increase turnout throughout the day with the addition of a food court, children's business market, upcycled talent show, special guest performances and even more interactive booths!

Earth Day 661 Festival 2024

- 1000+ attendees throughout the day
- 50 eco-conscious exhibitors, artisans and handcrafted vendors
- 26 hands on, interactive stations and earth friendly activities
- community processional performance
- live musical and dance performances
- free books and library read-alongs



Press and Media Exposure

- Festival inserts in ¹The Bakersfield Californian newspaper, ²Kern County Family Magazine and ³Bakersfield Life Magazine.
- 2-page spotlight spread in the June edition ⁴of Bakersfield Life Magazine
- Local news segments on KBAK/FOX 58 the week of festival.
- Live news broadcast with KBAK/FOX 58, showcasing the day of event activities and mission.
- Press releases on BakersfieldNow.com and Bakersfield.com

1. The Bakersfield Californian - 31,000 circulation daily / 2. Kern County Family Magazine - 110,000 readers monthly (online and print) / 3. Bakersfield Life Magazine - the city's premier "choice-read" magazine with a targeted audience of upper middle and higher income demographics / 4. Eyewitness News KBAK/FOX 58 - 5,000 average daily viewers

2025 Sponsorship Tiers



Earth Protector \$7,000+ 3 spots available *presenting sponsor*

- Priority recognition as presenting festival sponsor
- On-stage sponsor representative welcome remarks
- Sponsor tier exclusivity for your industry
- Recognition shoutout from MC as presenting festival sponsor
- Prominent logo as presenting sponsor on event marketing material (*posters, flyers, e-blasts*)
- Prominent logo as presenting sponsor on event signage, staff t-shirts, tote bags (*if committed by March 1, 2025*)
- Prominent logo and website link as presenting sponsor on event website
- Double page ad spread in digital event program OR inside cover or back cover ad
- Social media mentions + throughout April 2025: 1 feed post/week + 3 story shoutouts/week
- \$500 Green Clean Pros® gift certificate (*local residential/commercial cleaning service*)
- 6 Complimentary Earth Day 661 Festival Tote Bags
- 12x24 vendor booth space **(must adhere to vendor terms & conditions)*
- Opportunity to display your own provided signage at event near stage or food court (*prior approval required*)
- First right of refusal for a 2026 Presenting Sponsor.

**Benefits begin within one week of payment being received.*

Water Keeper \$3,500 5 spots available

- Recognition shoutout from MC as a festival sponsor
- Logo as festival sponsor on event marketing material (posters, flyers, e-blasts)
- Logo as festival sponsor on event signage, staff t-shirts, tote bags (if committed by March 1, 2025)
- Logo and website link as festival sponsor on event website
- Full page ad in digital event program
- Social media mentions + throughout April 2025: min. 1 story shoutout/week
- \$150 Green Clean Pros® gift certificate (local residential/commercial cleaning service)
- 4 Complimentary Earth Day 661 Festival Tote Bags
- 12x12 vendor booth space **(must adhere to vendor terms & conditions)*
- Opportunity to display your own provided signage near entrance (prior approval required)

** Benefits begin within one week of payment being received.*

Tree Hugger \$1,500

- Logo as festival sponsor on day-of print material (posters, flyers, marketing handouts)
- Logo as festival sponsor on event signage, staff t-shirts, tote bags (if committed by March 1, 2025)
- Logo as festival sponsor on event website
- Social media mentions
- \$50 Green Clean Pros® gift certificate (local residential/commercial cleaning service)
- 3 Complimentary Earth Day 661 Festival Tote Bags
- 12x12 vendor booth space **(must adhere to vendor terms & conditions)*
- 1/2 page ad in digital event program

** Benefits begin within one week of payment being received.*

Wildflower Grower \$750

- Name as festival sponsor on day-of print material (posters, flyers, marketing handouts)
- Name as festival sponsor on staff t-shirts, tote bags (if committed by March 1, 2025)
- Logo as festival sponsor on event website
- Social media mentions
- 2 Complimentary Earth Day 661 Festival Tote Bag
- 12x12 vendor booth space **(must adhere to vendor terms & conditions)*
- 1/4 page ad in digital event program

** Benefits begin within one week of payment being received.*

Wind Whisperer \$350

- Name as festival sponsor on welcome booth tabletop sign
- Name as festival sponsor on event website
- Social media mentions
- 1 Complimentary Earth Day 661 Festival Tote Bag
- 12x12 vendor booth space **(must adhere to vendor terms & conditions)*
- Logo listed in digital event program

** Benefits begin within one week of payment being received.*

Interactive Sponsor (in-kind)

Be an integral part of the fun day of events by providing an interactive activity related to your business for our festival goers to enjoy! *

- Name as festival sponsor on welcome booth tabletop sign
- Name as a festival sponsor on event website
- Social media mentions
- 12x12 vendor booth space **(must adhere to vendor terms & conditions)*
- Logo listed in digital event program

*If you have a sponsorship proposal that is not listed here, please let us know.
We would be happy to work with you on a custom sponsorship opportunity!*

Cash, In-Kind and Advertising Sponsors - 2024

Sprouts Farmers Market

Vinfast

Green Clean Pros

The Open Door Network

The Studio

Kailan Carr

Unknwn Jpeg

Unknwn Content

Dj Pantomime

Plants For Your Solie

Justine Morgan

Flower Walls Bakersfield

Bakersfield Skyhawks

Just More Fun and Arts

Sey Studios

Bike Bakersfield

Dance Camera West

Bye Bye Mattress

The Playful Space

Tesla

Organic Home Designs

Kern County Library

Artists Seeking Knowledge

Sign Gypsies

Bakersfield Signs

Daniel's Sign Company

Special Olympics SoCal

Madison Cowan Designs

Sketch N Studio

Wild Roots Boutique

Fit4Mom Bakersfield

AnastaciazzArt

The Glass Garden

The Nest & Co

