



Linda Vista Multi-Cultural Fair & Parade



2025 SPONSORSHIP DECK



TOGETHER WE CELEBRATE!

The Linda Vista Multi-Cultural Fair and Parade, now celebrating its 40th year in San Diego, is an outdoor, daytime celebration featuring multi-cultural food, performances, resources, and interactive learning areas!

The Fair is set in the heart of one of the City's most culturally diverse areas, Linda Vista, attracting over 15,000 people including both residents and visitors.

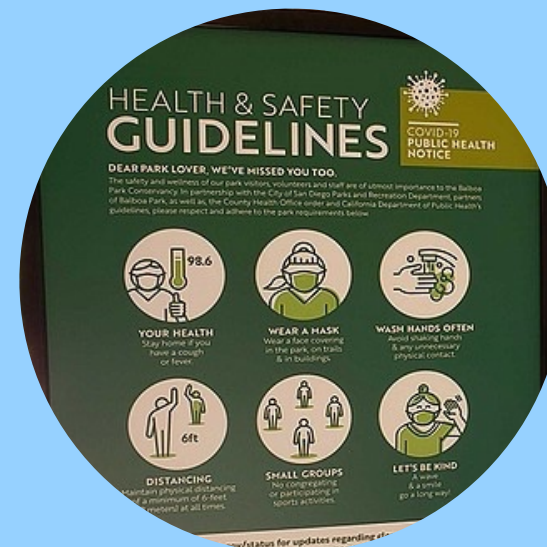
Signature Event Features:



**2 Stages of
Multi-Cultural
Entertainment
Representing
15+ Cultures**



**Family-Friendly
Multi-Generational
Atmosphere & Activities**



**City & County Safe
Regulation Standards**



**Carnival Zone, Kid's
Zone, and Numerous
Interactive Learning
Experiences**

**The Linda Vista Multi-Cultural Fair is recognized
as the neighborhood's largest multi-cultural celebration!**

We would love for you to be part of the experience!

Linda Vista Overview

- LINDA VISTA (SPANISH FOR “PRETTY VIEW”) IS HOME TO OVER 40,000 RESIDENTS
- ORIGINS TIED TO WORLD WAR II WITH MANY HOMES BUILT IN 1940-41 WHICH ALSO LINKED TO A LARGE PAN-ASIAN NEIGHBORHOOD MIGRATION
- DIVERSE RESIDENTS: OVER 22 DIALECTS SPOKEN WITHIN THE NEIGHBORHOOD
- ACTIVE LIFESTYLE: HOME TO SAN DIEGO’S LARGEST SKATE PARK + SKATEWORLD
- ONE OF FEW NEIGHBORHOODS WITH PRESCHOOL TO PHD OPPORTUNITIES: 15 TOTAL PRIMARY, SECONDARY, AND HIGHER EDUCATION SCHOOLS
- MEDIAN HOUSEHOLD INCOME: \$66K - NICHE INC.
- 78% OF RESIDENTS SAY THERE IS A GOOD SENSE OF COMMUNITY - NICHE INC.





EVENT COMPONENTS

- Linda Vista's largest and oldest multi-cultural celebration
- Community-minded, safe drive-through experience with minimal gathering
- Printed scavenger hunt booklets and an online app with advertisement opportunities
- Highlighting key community hubs: Linda Vista Library, Boys & Girls Club, Bayside Community Center, Access Inc., University of San Diego, San Diego Mesa College, and more coming soon!
- Past Sponsors and Supporters include: City of San Diego, City of San Diego Commission for Arts and Culture, County of San Diego, University of San Diego, Civita/ Sudberry Properties, Investcal Realty Corporation, DaVita Kidney Care, Blue Shield of California/ Care1st Health Plan, Community HousingWorks

SPONSOR PACKAGES



We're looking for strategic partners to create a meaningful impact for the communities we serve;
Meaningful partnerships make all the difference.

This is a unique opportunity to build stronger community ties, promote your business/ organization,
and directly be part of the largest celebration in the Linda Vista neighborhood!

T

Title Sponsor
\$10,000

S

Stage Sponsor
\$5,000

P

Parade Sponsor
\$3,500

H

**Health Zone
Sponsor**
\$3,000

C

**Carnival/
Kid Zone Sponsor**
\$2,500

B

**Big Banner/
T-Shirt Sponsor**
\$2,000

Event Title Sponsor



\$10,000

- Recognition as Festival Title Sponsor presenting 40th Annual Linda Vista Fair & Parade
- Company name and logo prominently displayed at the Main Stage
- Recognized at the Opening Ceremony as the Festival Title Sponsor and mentioned several times during the announcement of the parade and in between performances at the Main Stage
- Included amongst VIPs and elected officials with speaking opportunity at Opening
- Opportunity to introduce an elected official
- Opportunity to ride in Vanguard Division of Parade with company name and logo banner on parade vehicle
- Front cover display of company name and logo in fair program guide and full-page prime ad location in the program guide distributed to attendees (Dimensions: 8.5"H x 5.5"W)
- Logo and sponsorship recognition in press releases, advertising, e-mail blast campaigns, on the LVMCF website and all other media outreach
- Company name and logo printed on Official Fair T-shirts
- Two complimentary (10'x10') booths includes 6' table, canopy, electricity and preferred location



Stage Sponsor

\$5,000

- Exclusive sponsorship theme stage includes:
- Company name and logo will be prominently displayed at the corresponding stage
- Recognized at the Opening Ceremony as one of the Theme Stage Partners, mentioned during the parade and from the Theme Stages in between performances
- Speaking opportunity and introduction of an entertainment act at one of the two theme stages
- Opportunity to ride in First Division of Parade with company name and logo bannered on parade vehicle
- Inside cover display of company name and logo in fair program guide and full-page prime ad location in the program guide distributed to attendees (Dimensions: 8.5"H x 5.5"W)
- Logo and sponsorship recognition in press releases, advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on back of Official Fair T-shirts
- One complimentary (10'x10') booth, includes 6' table and canopy



Parade Sponsor

\$3,500

- Opportunity to ride in First Division of Parade with company name and logo bannered on parade vehicle
- Recognized at Opening Ceremony as Parade Partner and mentioned throughout the day from Main Stage
- Display of company name and logo in fair program guide and full-page prime ad location in the program guide distributed to attendees (Dimensions: 8.5"H x 5.5"W)
- Logo and sponsorship recognition in press releases, in advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on back of Official Fair T-shirts
- One complimentary (10'x10') booth includes 6' table

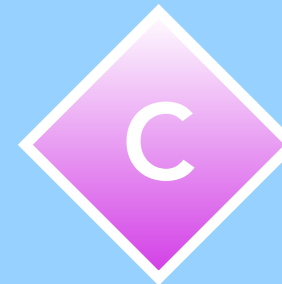




Theme Zone Sponsor

\$3,000

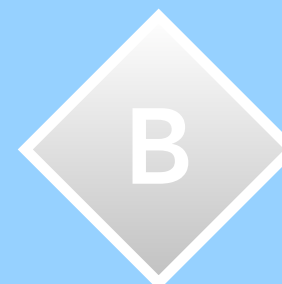
- Company and logo prominently displayed in dedicated 'Theme Zone' with Signicades
- Recognized at Opening Ceremony as Theme Zone Partner, 1-2 Minute Ceremony Speaking Time, and mentioned throughout day at Main Stage
- Opportunity to ride in First Division of Parade with company name and logo bannered on parade vehicle
- Display of company name and logo in fair program guide and full-page prime ad location in the program guide distributed to attendees (Dimensions: 8.5"H x 5.5"W)
- Logo and sponsorship recognition in press releases, in advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on back of Official Fair T-shirts
- Site Map Redesign with Health Zone and Printed on day-of map signage



Carnival or Kid Zone Sponsor

\$2,500

- Company and logo prominently displayed in the Carnival Zone or Kid Zone
- Recognized at Opening Ceremony as Carnival or Kid Zone Partner and mentioned throughout day at Main Stage
- Opportunity to ride in First Division of Parade with company name and logo bannered on parade vehicle
- Display of company name and logo in fair program guide and full-page prime ad location in the program guide distributed to attendees (Dimensions: 8.5"H x 5.5"W)
- Logo and sponsorship recognition in press releases, in advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on back of Official Fair T-shirts
- One complimentary (10'x10') booth includes 6' table and canopy



Big Banner or T-Shirt Sponsor

\$2,000

- Display of company name, logo and full-page ad in the program guide distributed to attendees (Dimensions: 8.5"H x 5.5"W)
- Your logo on giant Linda Vista banner OR printed on front of shirts as T-Shirt Sponsor
- Logo and sponsorship recognition in press releases, in advertising, email blast campaigns, and on the LVMCF website
- Company name and logo printed on back of Official Fair T-shirts
- One complimentary (10'x10') booth

LET'S MAKE A DIFFERENCE TOGETHER!

Our attendees will celebrate your support.

Michael Beltran

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Linda Vista Multi-Cultural Fair Inc.

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THANK YOU!

