

UPLAND LEMON FESTIVAL

Event Dates & Times

April 28- 30, 2018

- Friday 3 p.m. - 11 p.m.
- Saturday 10 a.m. - 11 p.m.
- Sunday 10 a.m. - 8 p.m.

Event Highlights

- Public street festival in the historic downtown district of Upland offering free admission and featuring food, vendors, carnival rides and live entertainment
- 2017 Attendance: 70,000
- Primary target audience: Families residing within a 10-mile radius of Upland
- Marketing campaign includes radio, print, digital freeway sign, grassroots and social media

Sponsor Benefits:

- Presenting sponsorship opportunities including:
 - Presenting sponsorship of the event
 - Presenting sponsorship of key attractions such as:
 - Lemon Festival Main Stage
 - Volunteer Program
 - Upland Lemon Idol
 - Kids Circus Area
 - Crafters Village
- Premium exhibit space for one-on-one interaction with attendees
- Inclusion in on-site event guide (approximately 5,000 distributed)
- Advertising, logo and link on Lemon Festival website
- Inclusion in print advertising in Inland Empire newspapers and local publications
- Recognition in grassroots marketing efforts including flyers, posters, postcards and signage for local communities
- Electronic advertising on Fairplex digital board on 10 Freeway seen by two million commuters each week
- Other customized sponsorship elements as mutually agreed upon
- More information visit: UplandLemonFestival.com



For additional information, please contact:

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