

ORANGE INTERNATIONAL STREET FAIR MEDIA KIT

39 YEARS OF TRADITION: The Orange International Street Fair (OISF) is the largest event of its kind in the Western United States. Be part of the largest celebration of multicultural diversity in the nation. Every year over half a million people come together to share culture, food, music and fun at the OISF event. Sponsoring the OISF provides you and your company with the perfect blend of advertising, marketing and PR opportunities.

REAL BENEFITS: Since 1973 the OISF has assisted dozens of non-profit organizations provide aid to the less fortunate in our community. The OISF helps you invest your ideals in Community Service, Education and Business. All levels of hope and success can be expressed through the OISF event.

ORANGE INTERNATIONAL STREET FAIR BY THE NUMBERS

CITY OF ORANGE POPULATION (2006 census)

137,000

HOUSEHOLDS

41,904

INCOME

\$62,760

AGE

under 18: 4.6% ~ 19-30: 30.05%

31-40: 24.87% ~ 41-50: 26.42%

51-60: 10.88% ~ 61+: 3.11



TRUE DIVERSITY: OISF is designed as a multicultural event, encompassing ethnicities from around the world. OISF provides an effective opportunity to see your demographic. We have your target audience in one location.

TAKE ADVANTAGE: No matter what sponsorship level you choose, you will reach thousands of people at the OISF event with our pre and throughout event advertising and media opportunities.

SPONSORSHIP OPPORTUNITIES

PLATINUM \$50,000- TITLE SPONSOR

- Naming rights (Orange International Street Fair presented by: YOUR COMPANY NAME)
- Name and logo on pre event and media material
- Product exclusively
- Two 10' by 10' booth spaces in prime location for product display and marketing
- Branding opportunities on selected O.I.S.F merchandise
- P.A announcements during event

GOLD \$10,000-MAIN STAGE

- Naming rights on Main Stage
- Name and logo in pre event advertisement and named as Main Stage Sponsor in media material
- Name and Logo on Main Stage banner
- One 10' by 10' booth space adjacent to Main Stage for product display and marketing
- Product exclusively
- P.A announcements during event

SILVER \$5,000- ETHNIC STREET OR STAGE

- Name and Logo on Street and Stage banners
- Name and logo in pre event advertisement and named as Street and Stage Sponsor in media material
- One 10' by 10' booth space adjacent to Main Stage for product display and marketing
- P.A announcements during event

BRONZE \$3,000- O.I.S.F PARTNER

- Name and logo in pre event advertising and website
- One 10' by 10' booth space adjacent to Main Stage for product display and marketing
- P.A announcements during event.



ORANGE INTERNATIONAL STREET FAIR

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SPONSORS@ORANGESTREETFAIR.ORG

WWW.ORANGESTREETFAIR.ORG

ORANGE COUNTY POPULATION (oc)

3,002,048

OC HOUSEHOLDS

1,002,937

OC INCOME

\$64,611

ATTENDANCE

500,000+

REPEAT ATTENDANCE

1-4 visits: 23.20% ~ 5-9 visits: 21.13%

10-20 visits: 24.23% ~ 21+ visits: 16.49%

GENDER

Male: 50.26% ~ Female: 49.74%