YUCAIPA

MUSIC & ARTS FESTIVAL

ELEVATE YOUR BUSINESS!

FRIDAY, MAY 1 & SATURDAY, MAY 2, 2026

HISTORIC UPTOWN YUCAIPA

WWW.YUCAIPA.GOV/YMAF

MUSIC & ARTS FESTIVAL

SPONSORSHIP OPPORTUNITIES

Become an integral part of the vibrant Yucaipa Music & Arts Festival! Your brand will be featured prominently in the heart of the action, with opportunities for booth space, exclusive promotions, and stage recognition. The Music & Arts Festival offers a diverse audience, with an estimated live attendance of 10,000 event goers which will result in excellent exposure opportunities across various demographics.

Why Sponsor?

- Community Engagement: Build a positive and lasting connection with the local community.
- Brand Exposure: Enhance visibility through comprehensive marketing strategies.
- Positive Image: Align your brand with community values and memorable experiences.
- Networking Opportunities: Forge valuable connections with other sponsors and community leaders.
- Exclusive Access: Enjoy VIP privileges and exclusive perks at sponsored events.

Our Audience

- Population: 54,420
- Median Household Income: $75,456
- Families: 18,197

Impressions & Market Reach

- Social Media: 25,000+ followers
- E-mail Subscribers: 23,500; 47% open rate
- Community Guide: 22,000 homes
- NewsMirror Distribution: 14,000 homes

Average Festival Attendance: 5,000 /day

MUSIC & ARTS FESTIVAL

SPONSORSHIP LEVELS

Title Sponsor- $10,000

- Name included in the title of the event (e.g. Yucaipa Music & Arts Festival presented by 'Your Company') and included on all marketing
- 3x5 banner hung at Main Stage
- A two-hour Fi
- An exclusive s oration with the City's Faceboo
- 100 Kids' Zone
- 2 reserved parki the Y-PAC parking lot per day
- A 10x20 activation space at the center of the festival; the Roundabout at California St.
- Sponsor's name prominently displayed on the festival webpage & email campaigns

SOLD OUT

YUCAIPA MUSIC & ARTS FESTIVAL

PRESENTED BY "YOUR COMPANY"

MUSIC & ARTS FESTIVAL

SPONSORSHIP LEVELS

Supporting Sponsor- $3,500

- 3x5 banner hung at Main Stage
- A two-hour Fire Pit reservation for each day; seats up to 6 guests
- 50 Kids' Zone tickets
- 2 reserved parking spaces in the Y-PAC parking lot per day
- A 10x10 activation space in Uptown Park or at the Roundabout at California St.
- Sponsor's name displayed on the festival webpage & email campaigns
- Sponsor mentioned in social media post descriptions
- Opportunity to add-on naming rights to Kids' Zone for $500

Friend of the Festival - $1,500

- 3x5 banner hung in Uptown Park
- 25 Kids' Zone tickets
- A 10x10 activation space in Uptown Park; near the Main Stage
- Sponsor's name displayed on the festival webpage

APPLICATION DEADLINES:

Title Sponsorship Deadline: February 28, 2026

Supporting Sponsor & Friend of the Festival Deadline: April 1, 2026

MUSIC & ARTS FESTIAL SPONSORSHIP INTEREST FORM
May 1-2, 2026
Historic Uptown Yucaipa
www.yucaipa.gov/ymaf

Contact Information

Business Name: _____

Name: _____

Email: _____ Phone #: _____

Address: _____

_____

City State: Zip:

SPONSORSHIP SELECTION:

☐ ~~Title Sponsor: $10,000 (sold out)~~

☐ Supporting Sponsor: $3,500 (deadline: April 1, 2026)

☐ Friends of the Festival: $1,500 (deadline: April 1, 2026)

Community Services Department
Attn: Elise Campbell
12052 California St.
Yucaipa, CA 92399
Email: ecampbell@yucaipa.gov

A formal agreement will be sent after receiving your application along with an invoice. For questions or to customize a package please call (909) 797-2489 x561 or email ecampbell@yucaipa.gov

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HISTORIC UPTOWN YUCAIPA

Special Events & Sponsorship Coordinator
Elise Campbell, M.S., CFEA
ecampbell@yucaipa.gov

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