

About the Festival

The Watermelon Festival is the largest community event in Sunland-Tujunga, and has become a destination event, drawing families not only from the Verdugo, San Gabriel and San Fernando Valleys, but a large area of Southern California. Folks come for a day or evening of good food, free entertainment, ice cold watermelon, contests, games and carnival rides from Kemsley Shows. It is an official event of the Valley of the Stars, a division of the Economic Alliance of the San Fernando Valley. About 20,000 people were in attendance in 2009.

Funds raised by the Watermelon Festival are used by the Sunland-Tujunga Lions Club to provide help and support to many Sunland-Tujunga youth and community activities, help with disaster relief, and to support many health and vision conservation programs in California, across the nation and throughout the world. The Lions Club is a non-profit 501c4 organization.

Location

Sunland Park and Recreation Center, Foothill and Sunland Blvds., Sunland, CA 91040 is near the Sunland Blvd. exit from the 210 Freeway.

Demographics - An ethnically diverse community of about 65,000 people, primarily Caucasian, Hispanic, Korean, Filipino and Armenian residents with a broad range of incomes. Politically Sunland and Tujunga are part of the City of Los Angeles and geographically we are located at the western end of the Verdugo Valley which runs between Pasadena on the east and the San Fernando Valley on the West. The San Gabriel Mountains are on the north and the Verdugo Hills are on the south side of the Valley.

Media Coverage

The Foothills Paper, The North Valley Reporter, Daily News, La Canada Sun, San Fernando Sun, La Canada Outlook, Valley Section of the Los Angeles Times, Glendale News Press, KTLA, Westways Magazine, on-line calendar sites, posters, signs and flyers, website links.

Sponsorship packages:



The Platinum Melon Sponsor

Title sponsor \$10,000 (one only)

- Company name and logo on the Festival website and all PR and signs, including the Lions Club entry in the community Fourth of July parade.
- Free-standing 30x30 foot canopy in prime location
- Stage announcements
- Tag lines on select radio and TV spots
- Space provided for 5 banners, including entrances to the Festival



Diamond Melon Sponsor

- \$8,000 (one only)
- Company name and logo on the Festival website and all PR and signs.
- Space for free-standing 20x30 foot canopy in prime location
- Stage announcements
- Tag lines on select radio and TV spots
- Space provided for 4 banners



Gold Melon Sponsors

\$5,000 (two only)

- Company name and logo on the Festival website and all PR and signs
- Space for free-standing 20x20 foot canopy in good location
- Stage announcements
- Tag lines on select radio and TV spots
- Space provided for 3 banners



Silver Melon Sponsors

\$3,000 (three only)

- Company name and logo on the Festival website and all PR and signs
- Space for free-standing 10x20 foot canopy in good location
- Stage announcements
- Tag lines on select radio and TV spots
- Space provided for 2 banners



Bronze Melon Sponsors

(includes special event sponsors)

\$1,000

- Company name and logo on the Festival website and selected PR and signs
- Space for free-standing 10x10 foot canopy in good location
- Stage announcements
- Space provided for one banner



Melon Patch Sponsor

\$2,500 (stage and KidZone sponsor)

- Company name and logo on the Festival website, on the stage and selected PR and signs
- Stage announcements



Melon Planter Sponsor

Advertisers; Goods or Services donated

\$500-\$950

- Company name and logo on the Festival website and in selected PR and signs



Royal Melon Sponsor

Money, goods and services in support of the Festival Queen contest

- Company name and logo on all publicity surrounding the Queen contest and coronation



Melon Seed Sponsor

Advertisers on the tickets or in the program; donors of goods or services

\$25-\$500

- Company name and logo on the Festival website and in selected PR and signs
- Stage announcements