

The Scandinavian Festival's 50th Anniversary
2024 Sponsorship Opportunities

May 18 & 19, 2024



About the Scandinavian Festival

The Scandinavian Festival has been a tradition on the campus of California Lutheran University in Thousand Oaks, CA, for 50 years. Created in 1974 by professors at then California Lutheran College, and called Scandinavian Day, the yearly one-day celebration was held in the campus gym and showcased the lovely campus and heritage of the school and staff. In 1992 the celebration moved to Kingsman Park and became the Scandinavian Festival. Soon it expanded to a two-day event.

Today, it is the largest Nordic-themed event in Southern California, celebrating the cultures of Denmark, Finland, Iceland, Norway, Sweden, and the Sami people in the Arctic regions of Scandinavia. Since 2006, the Scandinavian American Cultural and Historical Foundation (SACHF), a 501(c)(3) non-profit organization, has produced this event for the community. The festival is a major part of the Foundation's mission to preserve and promote the culture and heritage of Nordic traditions in America.

Each year, the family friendly Festival features activities that will appeal to everyone. There are hands-on Nordic themed crafts, storytelling, Children's Stage performances and, of course, dancing around the May Pole. The Main Stage features live music, and dancing. The historically accurate Viking Village, Scandinavian food vendors, Nordic craft vendors, and more, combine to give the Festival an atmosphere of Nordic culture.

The Scandinavian Festival regularly draws more than 7,000 visitors over the two day event. The Festival relies on hundreds of adults and student volunteers to produce the event. In addition to tickets and vendor fees, the Scandinavian Festival depends on donations and sponsorships to bring this event to the community, at an affordable price.

Festival Advertising and Publicity Outreach

Festival paid advertising reaches over 400,000 households throughout the Conejo Valley, San Fernando Valley, and Southern Ventura County. Festival publicity efforts reach millions of households worldwide.



Scandinavian Festival 2024

Sponsorship Opportunities

Presenting Sponsor - \$15,000

(one available)

~ Benefits ~

- **Exclusive name inclusion** in the festival title: **“Scandinavian Festival presented by COMPANY NAME”**
- Sponsor name inclusion in **Festival promotion materials, press and social media.** **Including:** Ads, press releases, etc. **Planned ads:** *Acorn Newspaper* and other local area magazines.
- Name or logo included on all **Street Banners** located in **Ventura County.**
- **Sponsor Banner** in prominent location at the festival.
- 15' x 15' **Booth Space** in a key location at the Festival. **Includes:** canopy, tables and chairs.
- Name inclusion in event title on **all Festival flyers** distributed throughout Southern California .
- Banner Ad & Name inclusion on **Festival website** with link to your company's website. **(For one year)**
- Post with logo/link on **Facebook.** **(For one year)**
- Continuous mentions on **both the Main and Children's Stages.**
- **Full page** acknowledgment in **Festival Program.**
- Ability to include **your company flyers** in up to **1,000 guest bags** distributed at entrance gates.
- **Fifty (50) tickets** to the Scandinavian Festival.
- **Twenty-five (25)** Festival T-shirts.
- **Your company's name** inclusion on official **Festival T-Shirts.**



Scandinavian Festival 2024

Sponsorship Opportunities

Main Stage Sponsor - \$7,500

(one available)

~ Benefits ~

- **Name inclusion** in all promotional materials, and outreach.
Including: ads, press releases, etc.
Planned ads: *Acorn Newspaper* and other local area magazines.
- Name inclusion on **Main Stage Banner**.
- 10' x 10' **Booth Space** in a key location at the Scandinavian Festival.
Includes: canopy, tables and chairs.
- Name and/or logo inclusion on **all Festival flyers** distributed throughout Southern California.
- Banner Ad and/or Name inclusion on **Festival website** with link to your company's website.
(For one year)
- **Post** with logo/link on **Facebook**.
(For one year)
- **1/2 page** acknowledgment in **Festival Program**.
- Continuous mentions on the **Main Stage**.
- Ability to include **your company flyers** in up to **1,000 guest bags** distributed at entrance gates.
- **Thirty (30) tickets** to the Scandinavian Festival.
- **Fifteen (15) Festival T-shirts**.



Scandinavian Festival 2024

Sponsorship Opportunities

Nordic Support Sponsor - \$5,000

(Two available: Nordic Food Court and Scandinavian Encampment)

~ Benefits ~

- **Name inclusion** in event promotional materials, and outreach
Including ads: press releases, etc.
Planned ads: *Acorn Newspaper* and other local area magazines.
- **Company banner** placed in prominent location at the festival.
- 10' x 10' **Booth Space** in a key location at the Scandinavian Festival.
Includes: canopy, tables and chairs.
- Name and/or logo inclusion on **all Festival flyers distributed** throughout Southern California.
- Banner Ad & Name inclusion on **Festival website** with link to your company's website.
(For one year)
- **Post** with logo/link on **Facebook**.
(For one year)
- **1/4 page** acknowledgment in **Festival Program**.
- Continuous mention on the **Main Stage**.
- Ability to include **your company's flyers in up to 1,000 guest bags** distributed at entrance gates.
- **Twenty (20) tickets** to the Scandinavian Festival.
- **Ten (10) Festival T-shirts**.



Scandinavian Festival 2024

Sponsorship Opportunities

~~Children's Country Crafts and Children's Stage Sponsor~~
SOLD **\$3,500**

(Two available)

~ Benefits ~

- **Company banner** placed in prominent location at the festival.
- 10' x 10' **Booth Space** in a key location at the Scandinavian Festival.
Includes: canopy, tables and chairs.
- Name and/or logo inclusion on **all Festival flyers** distributed throughout Southern California.
- Name inclusion on **Festival website** with link to your company's website.
(For one year)
- **Post** with logo/link on **Facebook**.
(For one year)
- Name and/or logo inclusion in the **Festival Program**.
- Continuous mention on the **Children's Stage**.
- **Ten (10) tickets** to the Scandinavian Festival.
- **Four (4) Festival T-shirts**



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Sponsorship Opportunities

Food Demonstration, Craft Demonstration, Genealogy, Health Station Sponsor, Viking Games, and Paths of History
\$1,500 Level

(six available)

~ Benefits ~

- **Name inclusion on signage** in the chosen area of sponsorship.
- Name inclusion on **Festival website** with link to your company's website. (For one year)
- 10' x 10' **Booth Space** in a key location at the Scandinavian Festival.
Includes: canopy, tables and chairs.
- Mention in **Festival Program**.
- Eight **(8) tickets** to the Scandinavian Festival.

Billy Goats Gruff, Rune Reader, Speaker's Corner, Take a Liking to a Viking, Children's Crafts (5 total), Maypole, and Vintage Store

\$500 Level

(eleven available)

~ Benefits ~

- Signage on site with **name inclusion** at **chosen location/activity**. (10 to choose from)
- Name inclusion on **festival website** with link to your company's website. **(For one year)**
- Mention in **Festival Program**.
- Four **(4) tickets** to the Scandinavian Festival.

