

3rd Annual Kern County



EARTH DAY 661 FESTIVAL

Beach Park, Bakersfield, California ▪ April 18, 2026



2026 Sponsorship Opportunities

Contact us at (818) 264-5115 or earthday661@gmail.com.

hello!

Every Spring, going back the last 56 years, millions of Americans have celebrated Earth Day nationwide to raise awareness for environmental issues. Since going global in 1970, over 1 billion people participate in Earth Day activities worldwide.

We invite you to join as a sponsor and support our shared mission to inspire and bring together a community of Earth loving humans.



Creativity Meets Sustainability!

Earth Day 661 was founded in 2014 by Jay and Natasha Robinson, of Green Clean Pros®, an eco-conscious small business. They hosted their festival for several years in Valencia, CA before relocating their family and business during the pandemic. The Earth Day 661 Festival was relaunched with a kickball kickoff in April and the inaugural festival in Bakersfield, California on April 21, 2024.

The Earth Day 661 Festival is a free, family friendly event that connects the community with local environmental organizations and eco-conscious small businesses. It features hands on activities from recycled arts and crafts, planting stations, movement activities, workshops, live music, field day games and a variety of green, wellness, and handcrafted artisan vendors.

As a festival sponsor, you are helping us raise awareness to the simple ways we can all be more sustainable together, while promoting your business and involvement in local community events.

Let's all think beyond our usual surroundings and become stewards for our ever-changing planet today!

ABOUT ED661

Coming off a successful event in 2025, we hosted over 1,500 attendees at Beach Park for our 2nd annual celebration and anticipate over 2,000 people this year!

Our 3rd Annual Kern County festival will be held at Beach Park again this year, located at the major intersection of Oak and 21st Street in Downtown Bakersfield. We expect to increase turnout throughout the day with the introduction of our Jr Entrepreneur's Marketplace, fun installations for photo opportunities, special musical performances and even more hands-on interactive and educational booths!

Earth Day 661 Festival 2025

- 1500+ attendees throughout the day
- 70 eco-conscious exhibitors, artisans and handcrafted vendors
- 26 hands on, interactive stations and earth friendly activities
- community yoga and sound bath
- upcycled handbag show
- live musical and dance performances
- free plants, books and library read-alongs



Press and Media Exposure

- Festival inserts in The Bakersfield Californian newspaper,¹ Kern County Family Magazine² and Bakersfield Life Magazine.³
- 2-page spotlight spread in the June edition of Bakersfield Life Magazine
- Local news segments on KBAK/FOX 58 the week of festival.⁴
- Live news broadcast with KBAK/FOX 58, showcasing the day of event activities and mission.
- Press releases on BakersfieldNow.com and Bakersfield.com

1. The Bakersfield Californian - 31,000 circulation daily / 2. Kern County Family Magazine - 110,000 readers monthly (online and print) / 3. Bakersfield Life Magazine - the city's premier "choice-read" magazine with a targeted audience of upper middle and higher income demographics / 4. Eyewitness News KBAK/FOX 58 - 5,000 average daily viewers

2026 Sponsorship Tiers



Earth Protector \$7,000+ 3 spots available *presenting sponsor*

- Priority recognition as presenting festival sponsor
- On-stage sponsor representative welcome remarks
- Sponsor tier exclusivity for your industry
- Recognition shoutout from MC as presenting festival sponsor throughout event
- Prominent logo as presenting sponsor on all general event marketing material *(including posters, flyers, e-blasts)*
- Prominent logo as presenting sponsor on main event signage, staff t-shirts, tote bags *(if committed by March 1, 2026)*
- Prominent logo and website link as presenting sponsor on event website
- Double page ad spread in digital event program
- Social media mentions inc. 4 feed posts, 2 stories throughout April 2026
- 6 Earth Day 661 Festival Tote Bags OR T-Shirts
- 12x24 vendor booth space **(must adhere to vendor terms & conditions)*
- Opportunity to display your own provided signage at entrance and near food court *(prior approval required)*
- First right of refusal for a 2027 Presenting Sponsor.

**Benefits begin 1 business day after receipt of payment clearing.*

Water Keeper \$3,500 5 spots available

- Recognition shoutout from MC as a festival sponsor
- Logo as festival sponsor on event marketing material (posters, flyers, e-blasts)
- Logo as festival sponsor on event signage, staff t-shirts, tote bags (*if committed by March 1, 2026*)
- Logo and website link as festival sponsor on event website
- Full page ad in digital event program
- Social media mentions inc. 2 feed posts, 2 stories throughout April 2026
- 4 Earth Day 661 Festival Tote Bags or T-Shirts
- 12x12 vendor booth space **(must adhere to vendor terms & conditions)*
- Opportunity to display your own provided signage near entrance (*prior approval required*)

** Benefits begin 1 business day after receipt of payment clearing.*

Tree Hugger \$1,500

- Logo as festival sponsor on day-of print material (*posters, flyers, marketing handouts*)
- Logo as festival sponsor on event signage, staff t-shirts, tote bags (*if committed by March 1, 2026*)
- Logo as festival sponsor on event website
- Social media mentions
- 3 Earth Day 661 Festival Tote Bags
- 12x12 vendor booth space **(must adhere to vendor terms & conditions)*
- 1/2 page ad in digital event program

** Benefits begin 1 business day after receipt of payment clearing.*

Wildflower Grower \$750

- Name as festival sponsor on day-of print material (*posters, flyers, marketing handouts*)
- Name as festival sponsor on staff t-shirts, tote bags (*if committed by March 1, 2026*)
- Logo as festival sponsor on event website
- Social media mentions
- 2 Earth Day 661 Festival Tote Bags
- 12x12 vendor booth space **(must adhere to vendor terms & conditions)*
- 1/4 page ad in digital event program

** Benefits begin 1 business day after receipt of payment clearing.*

Wind Whisperer \$500

- Name as festival sponsor on welcome booth tabletop sign
- Name as festival sponsor on event website
- Social media mentions
- 1 Earth Day 661 Festival Tote Bag
- 12x12 vendor booth space **(must adhere to vendor terms & conditions)*
- Logo listed in digital event program

** Benefits begin 1 business day after receipt of payment clearing.*

Interactive Sponsor

(reserved for artisans, hand crafted & small business)

*Be an integral part of the fun day of events by providing an interactive activity related to your business for our festival goers to enjoy! **

- Name as festival sponsor on welcome booth tabletop sign
- Name as a festival sponsor on event website
- Social media mentions
- 12x12 vendor booth space **(must adhere to vendor terms & conditions)*
- Logo listed in digital event program

*If you have a sponsorship proposal that is not listed here, please let us know.
We would be happy to work with you on a custom sponsorship opportunity!*

Cash, In-Kind and Entertainment Sponsors - 2025

Blue Zones Project
Green Clean Pros
Organic Home Designs
My Goodness Co
Kern County Network for Children
Plants For Your Solie
SoundBath by Evelyn
Flower Child Yoga Studio
Sey Studios
Andre "*DanceFever3D*" Jones
Venessa Marie
The Akoustiks
ZeAnnah
Da Renj
Twist N Strokes Facepainting

Bye Bye Mattress
Vinfast
Vallarta
Get Bus
Carlos RXO Photography
Heather Hafen Photography
Kern County Library
Artists Seeking Knowledge
Sign Gypsies
Wild Roots Boutique
Bear Valley Mushrooms
Ms. Cottontail
Patrick Jackson
Jovon Dangerfield

