

50 YEARS Valley Cultural FOUNDATION

Choose Your Level of Impact

Valley Cultural Foundation offers flexible sponsorship opportunities designed to align your brand with meaningful community engagement and high-visibility cultural programming

$50,000+ | PRESENTING SPONSOR

Lead the season and put your organization at the center of one of the Valley's most beloved summer traditions.

Maximum visibility, category exclusivity, and customized for your organization

- "Presented by" recognition on selected program or series
- Premier logo placement on all marketing, signage, and banners including top of one of our two 10' x 7' park signs (see photo)
- Featured recognition on website, email campaigns, and social media
- On-stage recognition at events
- VIP seating and hospitality opportunities
- 10' x 10' on-site activation space (booth/table) for every show
- Inclusion in media and press opportunities
- Banner Program inclusion (premium placement opportunities)



As a **Presenting Sponsor**, *your logo will appear at the top of one of our two 10' x 7' park signs*

SEASON SPONSOR – $25,000

- Prominent logo placement on event signage and marketing materials
- Recognition on website and social media
- On-site presence opportunities
- Stage and PA acknowledgments
- VIP seating and parking passes for 6 shows
- 10' x 10' space (booth/table) for 6 shows
- Opportunity to participate in select activations
- Discounted Banner Program add-on available

FEATURED SPONSOR – $15,000

- Logo placement on select marketing materials
- Recognition on website and social media
- On-site recognition at sponsored events
- Inclusion in event announcements
- VIP seating and parking passes for 4 shows
- 10' x 10' space (booth/table) for 4 shows
- Banner Program opportunities available as add-on

CO-SPONSOR — $5,000

- Recognition on website and social media
- On-site presence opportunities
- Stage and PA acknowledgments
- Opportunity to participate in select activations
- VIP seating and parking passes for 2 shows
- 10' x 10' space (booth/table) for 2 shows
- Banner Program opportunities available as add-on

Banner Program (Standalone or Add-On)

Year-round visibility across high-traffic community corridors

Showcase your brand in a highly visible and impactful way with VCF's Street Pole Banner Program, delivering continuous exposure beyond event days.

Pricing:

- 1 Banner — $300
- 2 Banners — $550

Includes:

- Custom double-sided banner featuring your logo or artwork
- Prominent placement in high-traffic public areas
- Ongoing community visibility
- Recognition as a supporter of Valley Cultural Foundation

Let's Build a Partnership

All sponsorships can be customized to meet your marketing, community engagement, and philanthropic goals.

ValleyCultural.org valleycultural valleyculturalf 818.704.1358 voice · 818.704.1604 fax 21600 Oxnard Street, #128 · Woodland Hills, CA 91367



50 YEARS Valley Cultural FOUNDATION

With one of the most spectacular fireworks displays in Southern California, our **July 4th Extravaganza** celebrates our nation's birthday with a free concert and a dazzling 20-minute fireworks display, accommodating up to 40,000 people in the park. Thousands more tune in to view and listen from neighboring residences and community areas.



Support Opportunities

Choose Your Level of Impact

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$130,000+ | PRESENTING SPONSOR

Maximum visibility, category exclusivity, and customized for your organization

- Co-sponsor the event
- Logo on season banner/video wall
- Logo on website
- Promotional space at the event
- Add E-Blast article to VCF's database
- Social media
- VIP seating
- Free parking

SPECIAL JULY 4th PACKAGE FOR 2027!

$800 (Est. value of $1,000)

Package includes:

- One night stay at Warner Center Marriott
- Dinner for two
- VIP seating during concert
- Two behind the stage seats for fireworks show
- Parking pass for overnight parking

CO-SPONSOR – $50,000

- Co-sponsor the event
- Logo on season banner/video wall
- Logo on website
- Promotional space at the event
- Add E-Blast article to VCF's database
- Social media
- VIP seating
- Free parking

SUPPORTING SPONSOR – $25,000

- Logo on season banner/video wall
- Logo on website
- Promotional space at the event
- VIP seating
- Free parking

CONTRIBUTING SPONSOR – $10,000

- Logo on website
- Promotional space at the event
- VIP seating
- Free parking

LEVEL 4 SPONSOR – $5,000

- Logo on website
- Promotional space at the event

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50 YEARS Valley Cultural FOUNDATION

Enjoy live music and premium movies with family and friends at **NoHo Summer Nights,** your must-see, family-friendly event series at North Hollywood Recreation Center behind the Amelia Earhart Library, during the summer months of July through September.



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$40,000+ | PRESENTING SPONSOR

Maximum visibility, category exclusivity, and customized for your organization

- Sponsorship of all concerts (4)
- Logo featured on all printed materials
- Logo/Link on VCF's website
- 10' x 10' promotional booth at all concerts (4), table tent and chairs provided
- 8' x 8' banner with logo placement
- 10' x 4' freeway banner with logo placement
- Logo on street pole banners (7 banners)
- Digital flyers, weekly ads in Valley Vantage and NoHoArtsDistrict.com
- Social media posts (Facebook, Instagram)
- Opportunity to address the crowd before each show

$20,000 | SEASON SPONSOR

- Sponsorship of two concerts (2)
- Logo featured on all printed materials
- Logo/Link on VCF's website
- 10' x 10' promotional booth at three concerts (3), table tent and chairs provided
- 8' x 8' banner with logo placement
- 10' x 4' freeway banner with logo placement
- Logo on street pole banners (4 banners)
- Digital flyers, weekly ads in Valley Vantage and NoHoArtsDistrict.com
- Social media posts (Facebook, Instagram)
- Opportunity to address the crowd before two shows

$10,000 | FEATURED SPONSOR

- Logo featured on all printed materials
- Logo/Link on VCF's website
- 10' x 10' promotional booth at two shows (2) with table tent and chairs provided
- Logo on street pole banners (2 banners)
- Digital flyers, weekly ads in Valley Vantage and NoHoArtsDistrict.com
- Social media posts (Facebook, Instagram)
- Opportunity to address the crowd before one show

$5,000 | SUPPORTING SPONSOR

- Logo featured on all printed materials
- Logo/Link on VCF's website
- 10' x 10' promotional booth at one show (1) with table tent and chairs provided
- Digital flyers



Movies

Valley Cultural Foundation



Saturday night movies are as American as apple pie, and our theater in the park is as great as they come! Our free outdoor movie series of family films draws an average attendance of 2,500 people to Warner Park on select Saturdays during the summer months of July and August.

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$10,000+ | SEASON SPONSOR

- Branded series
- Press release
- Sponsor (4 movies)
- Exhibition space (4 movies)
- Public address
- Logo on VCF website
- Add E-Blast article to VCF's database
- Social media
- Free parking

$5,000 | CO-SPONSOR

- Co-Sponsor (3 movies)
- Exhibition space (3 movies)
- Public address
- Logo on VCF website
- Add E-Blast article to VCF's database
- Social media
- Free parking

$2,500 | SUPPORTING SPONSOR

- Co-Sponsor (1 movie)
- Exhibition space (1 movie)
- Public address
- Logo on VCF website
- Social media
- Free parking

Food Vending and Exhibition Space

Full season (TBD)

VCF provides a 10'x10' exhibition space with one (1) eight-foot table, two folding chairs, basic electricity and light source.

All food vendors are responsible for providing their own canopy.

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Valley Cultural FOUNDATION
50 YEARS



Support Opportunities

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$5,000+ | PRESENTING SPONSOR

- Main sponsor of the event
- Logo on all event banners (2)
- Logo on website
- Promotional space at the event—10' x 10' space, with table tent & chairs provided
- Add E-Blast article to VCF's database
- Social media
- Opportunity to address the crowd
- Logo on digital flyer
- Ads in newspaper

$2,500 | LEVEL 1 CO-SPONSORED (Featured)

- Co-Sponsor the event
- Logo on event banner
- Logo on website
- Promotional space at the event—10' x 10' space, with table tent & chairs provided
- Social media

$2,000 | LEVEL 2 SUPPORTING SPONSOR (SNOW AREA)

- Co-Sponsor the event
- Logo on event banner
- Logo on website
- Social media

$1,500 | LEVEL 3 CONTRIBUTING SPONSOR

- Co-Sponsor the event
- Logo on event banner
- Logo on website
- Promotional space at the event—10' x 10' space, with table tent & chairs provided

$1,200 | LEVEL 4 SANTA SPONSOR

- Co-Sponsor the event
- Logo on event banner
- Logo on website
- Promotional space at the event—10' x 10' space, with table tent & chairs provided



$500 | LEVEL 5 CONEY ISLAND CUTOUT SPONSOR

- 6' x 4' wooden cutout personalized with your logo
- Logo on event banner
- Logo on website
- Promotional space at the event—10' x 10' space, with table tent & chairs provided

$300–$500 | LEVEL 6 KIDS' AREA

- Logo on event banner
- Logo on website
- Promotional space at the event—10' x 20' (includes table tent and chairs) and 10' x 10' space for your sponsor booth



Valley Cultural FOUNDATION

Arts on the Move supports Valley Cultural Foundation's mission of bringing music and people together in underserved areas of the valley. Our pop-up park art performances showcase amazing artists in neighborhoods across the Valley with the added benefit of introducing emerging artists from our Concerts series or NoHo Summer Nights series.

Support Opportunities

Choose Your Level of Impact

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$15,000+ | PRESENTING SPONSOR

- Own a pop-up concert
- Public address on stage
- Logo on season banner
- Logo on website
- Add E-Blast article to VCF's database
- Promotional space at concert–10' x 10' space, includes table tent and chairs
- Social media



$5,000 | LEVEL 1 SPONSOR

- Featured Sponsor of a pop-up concert
- Logo on season banner
- Logo on website
- Promotional space at concert—10' x 10' space, includes table tent and chairs
- Social media



$3,000 | LEVEL 2 CO-SPONSOR

- Logo on season banner
- Logo on website
- Promotional space at concert; table tent and chairs not provided

$1,000 | LEVEL 3 CONTRIBUTING SPONSOR

- Logo on website*
- Promotional space at concert; table tent and chairs not provided

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Food Vending and Exhibition Space

Valley Cultural FOUNDATION 50 YEARS

Put your business in front of a captive audience in a friendly, social setting. Our concerts are attended by an average audience of over 5,000 weekly, July 4th is attended by over 60,000, and our summer movie series draws an average crowd of 2,000 weekly.

Exhibition Space

Concerts July 4th Extravaganza Movies	Vendor supplies equipment	VCF supplies equipment
10 concerts	$1,000	$2,000
add July 4th Extravaganza	$1,250	$2,300
July 4th Extravaganza only	$250	$350
Single concert	$100	$200
Single movie	$50	$100

VENDOR – Vendor must supply their own 10' x 10' canopy, table(s) and chair(s). VCF provides 10' x 10' exhibition space, basic electricity and a light source.

VCF – VCF will supply a basic 10' x 10' canopy, one table, two folding chairs, basic electricity and a light source.





Food Vending Trucks

Vendors must provide certified Commercial Food License. VCF will provide electricity.

Food Vending Trucks	Vendor supplies equipment
Concerts, full season	$2,300 total
Concert, per show	$250
July 4th Extravaganza	$500
Movies	$50 per week





Demographics

50 YEARS Valley Cultural FOUNDATION

CONCERTS

7.2 Million

Attendees served since 1975



- 9,000 Average attendance per concert
- 80,000 Average annual attendance
- Age range 10-80
- 48% 52% Gender
- Median household income $75,000

Excludes pandemic year 2020

JULY 4th EXTRAVAGANZA

4.5 Million

Attendees served since 2001



- 92,000 Average annual attendance
- Age range All Ages
- 50% 50% Gender
- Median household income $65,000

Excludes pandemic year 2020

MOVIES

82,000

Attendees served since 2006



- 1,000 Average attendance per concert
- 12,500 Average annual attendance
- Age range 10-55
- 45% 55% Gender
- Median household income $65,000

Adjusted for pandemic year 2020