



2026 EVENT SPONSORSHIP PROSPECTUS

Feather Fiesta Days • 4th of July Fireworks Show • OEA Annual BBQ • Salmon Festival • Parade of Lights & Craft Fair

Oroville's signature community events are made possible through the generous support of our local businesses. In 2026, the Oroville Economic Alliance (OEA) is offering Chamber Members the opportunity to **lock in sponsorships early**, secure premium visibility, and help fund the festivals and programs that drive tourism, economic vitality, and community pride.

This prospectus outlines sponsorship opportunities for all five 2026 OEA events. Each level is designed to provide meaningful brand exposure, direct community impact, and high-value engagement with Oroville residents and visitors.

10% EARLY BIRD SPONSORSHIP DISCOUNT

Lock in your 2026 visibility and save.

For a limited time, Chamber members can receive a **10% Early Bird Discount** on any 2026 OEA event sponsorship when they **commit by January 31, 2026**.

How it works:

- Choose your desired sponsorship levels for any 2026 OEA event(s).
- Confirm your commitment in writing (signed form or email) **by January 31, 2026**.
- You'll receive **10% off the listed sponsorship rates** for each level selected.
- Invoicing can be timed to fit your budgeting needs (single invoice or event-by-event).

Early Bird Bonus: Many top tiers are limited or exclusive. Early commitment ensures you don't lose your preferred level to another business.

To reserve your sponsorships and claim the 10% discount:

Contact **Amber Miland, Director of Communications** at **(530) 538-2542** or **amarron@orovillechamber.com** or return the 2026 Sponsorship Commitment Form by **January 31, 2026**.

2026 FEATHER FIESTA DAYS SPONSORSHIP LEVELS

*Early Commitment Discount: Confirm your Feather Fiesta Days sponsorship by **January 31, 2026** to receive **10% off** the rates below.*

GOLDEN FEATHER PRESENTING SPONSOR — \$12,500

As the exclusive Golden Feather Presenting Sponsor, your business receives the highest level of visibility and recognition across Feather Fiesta Days. Your brand is showcased as the event's premier partner with "Presented By" naming rights, top placement on all print and digital materials, and a dominant presence throughout the Big Festival Day. With up to four custom banners, premium booth placement, and repeated mentions from the Main Stage, your business becomes synonymous with Oroville's most beloved spring celebration.

You will also enjoy unmatched digital exposure, including 10+ social media spotlights, website header placement, and a featured presence in festival signage. Your full-page advertisement and logo on the cover of the Upcoming Events Brochure extend your visibility far beyond the event weekend.

As a valued presenting partner, you'll receive 10 VIP Festival Perk Packages, along with a dedicated post-event email and individual social media spotlight thanking your business for making Feather Fiesta Days possible.

SILVER SPUR SPONSOR — \$6,500

Silver Spur Sponsors receive prominent recognition across festival promotions, including logo placement on all print and digital marketing. Your brand is featured through 1–2 high-traffic banners and priority booth placement on the Big Festival Day. You'll receive 6–8 social media features, logo placement on the event website, and on-stage acknowledgments during key festival announcements.

Silver Spur Sponsors also receive a full-page advertisement in the Upcoming Events Brochure and 8 VIP Festival Perk Packages to enjoy with staff or guests. Post-event recognition includes inclusion in the official thank-you email and group social media spotlight.

BRONZE BELL SPONSOR — \$3,000

Bronze Bell Sponsors enjoy meaningful participation and visibility throughout the event. Your logo appears on digital event marketing while your business name is included on printed materials and festival sponsor signage. You may host an optional 10'×10' booth on the Big Festival Day, and your brand will be featured in 3–4 social media posts leading up to the celebration.

Bronze sponsors receive a half-page advertisement in the Upcoming Events Brochure and 6 VIP Festival Perk Packages, along with acknowledgment in post-event communications.

FIESTA FRIEND — \$1,500

Fiesta Friends help bring the Big Festival Day to life and receive solid brand visibility for their support. Your business will be listed on the event website, featured on festival sponsor signage, and recognized in 1–2 social media thank-you posts. You will also receive a quarter-page advertisement in the Upcoming Events Brochure.

Fiesta Friends receive 4 VIP Festival Perk Packages, perfect for staff appreciation or customer engagement. Booth space may be purchased at a discounted sponsor rate.

HOMETOWN SUPPORTER — \$750

Hometown Supporters receive essential recognition for helping sustain Feather Fiesta Days. Your business name will appear on the event website, in the event brochure, and on community supporter signage throughout the festival. Supporters also receive 2 VIP Festival Perk Packages as a thank-you for contributing to Oroville's spring tradition.

2026 4TH OF JULY FIREWORKS SHOW SPONSORSHIP LEVELS

*Early Commitment Discount: Confirm your 4th of July sponsorship by **January 31, 2026** to receive **10% off** the rates below.*

SKYBURST PRESENTING SPONSOR — \$12,500

The Skyburst Presenting Sponsor receives the highest level of recognition at the 4th of July Fireworks Show, anchoring the celebration with exclusive naming rights and premier brand visibility. Your company name proudly appears as the presenting partner across all print and digital promotions, along with up to four prominent banners placed throughout Riverbend Park.

Your brand will be highlighted during the pre-fireworks countdown, featured on event signage and the event website header, and showcased through 10+ social media spotlights. A full-page ad and logo on the cover of the Upcoming Events Brochure extend your reach throughout the year. Enjoy 10 VIP Festival Perk Packages and dedicated post-event recognition, thanking your business for fueling Oroville's biggest celebration of the year. Your partnership becomes a centerpiece of community pride and patriotic spirit.

BIG BANG SPONSOR — \$7,500

Big Bang Sponsors receive high-impact visibility across event promotions, with logo placement on all print and digital materials, 1–2 banners in high-traffic areas, and priority booth placement. Your business receives 6–8 social media highlights, logo placement on the event website, and mention during fireworks pre-show programming.

You'll also receive a full-page advertisement in the Upcoming Events Brochure and 8 VIP Festival Perk Packages. Post-event recognition includes inclusion in the group thank-you email and group spotlight post, giving your business continued visibility after the holiday celebrations.

ROCKET'S RED GLARE SPONSOR — \$5,000

Rocket's Red Glare Sponsors enjoy meaningful participation in the Fireworks Show with logo inclusion in digital marketing and name recognition in print materials. Your brand will appear on sponsor signage and in 3–4 social media features. An optional booth provides an engaging footprint at the event, and your half-page ad in the Upcoming Events Brochure ensures extended visibility.

This sponsorship includes 6 VIP Festival Perk Packages and recognition during group pre-fireworks announcements, reinforcing your role in bringing this iconic event to Oroville.

SPARKLER SPONSOR — \$2,500

Sparkler Sponsors receive solid visibility throughout the event, including placement on the event website, sponsor signage, and 1–2 social media thank-you posts. Your quarter-page ad in the Upcoming Events Brochure keeps your business in front of the community long after the fireworks have faded.

Sponsors receive 4 VIP Festival Perk Packages, and may purchase booth space at a discounted rate, expanding their engagement with attendees.

GLOW STICK SUPPORTER — \$1,000

Glow Stick Supporters help make Oroville's 4th of July celebration possible and receive essential recognition in return. Your business name appears on the event website, in the event brochure, and on community supporter signage. You'll also receive 2 VIP Festival Perk Packages as a thank-you for supporting this long-standing community tradition.

2026 OEA ANNUAL BBQ SPONSORSHIP LEVELS

*Early Commitment Discount: Confirm your OEA Annual BBQ sponsorship by **January 31, 2026** to receive **10% off** the rates below.*

TITLE SPONSOR — \$7,500

As the exclusive Title Sponsor, your business receives the highest level of visibility and prestige at the OEA Annual BBQ. This sponsorship includes "Presented By" naming rights, logo placement in the most prominent positions on all event materials, and podium time during the program—a valuable opportunity to speak directly to regional leaders, business owners, and community partners.

Your brand will appear on mailed invitations, on event signage, on the website header, and throughout the pre-dinner slideshow. You'll receive 10+ social media features and a full-page advertisement with logo on the cover of the Upcoming Events Brochure, providing visibility across OEA events year-round.

This sponsorship includes 8 complimentary tickets and a reserved VIP table for your guests, along with the option to include a branded item at each place setting. After the event, you'll receive a dedicated thank-you email and an individual spotlight post, ensuring your impact is recognized widely.

VISIONARY SPONSOR — \$3,500

Visionary Sponsors receive high-value recognition leading up to and during the Annual BBQ. Your logo appears on mailed invitations, event flyers, the website, and digital promotions. You'll receive 6–8 social media features, logo presence in the pre-dinner slideshow, and mention

during program announcements.

A full-page advertisement in the Upcoming Events Brochure extends your visibility across future OEA activities. Visionary Sponsors enjoy 6 complimentary BBQ tickets, making this tier ideal for businesses looking to invest meaningfully while receiving strong community exposure.

COMMUNITY BUILDER SPONSOR — \$1,750

Community Builder Sponsors receive solid mid-tier visibility and engagement at the Annual BBQ. Your business will be featured on event marketing materials, acknowledged in program announcements, and included in 3–4 social media posts. Your logo appears in the pre-dinner slideshow, and your brand receives a half-page advertisement in the Upcoming Events Brochure.

This sponsorship includes 4 complimentary BBQ tickets, making it a strong value for community-oriented businesses seeking both presence and participation.

FESTIVAL CHAMPION — \$850

Festival Champions help power the Annual BBQ and receive valuable recognition across event communications. This includes your business name on the website and event signage, acknowledgment in program announcements, and 1–2 social media thank-you posts. You'll also receive a quarter-page ad in the Upcoming Events Brochure and inclusion in the pre-dinner slideshow.

Festival Champions receive 2 complimentary tickets, perfect for engaging staff or hosting clients.

TOURISM SUPPORTER — \$450

Tourism Supporters play a vital role in supporting OEA's mission to promote community events and economic development. Your business name will appear on the event website, the event program, supporter signage, and in the pre-dinner slideshow.

This entry-level tier is ideal for small businesses seeking visibility and alignment with OEA initiatives.

2026 SALMON FESTIVAL SPONSORSHIP LEVELS

*Early Commitment Discount: Confirm your Salmon Festival sponsorship by **January 31, 2026** to receive **10% off** the rates below.*

SALMON RUN PRESENTING SPONSOR — \$15,000

As the exclusive Salmon Run Presenting Sponsor, your business becomes the premier partner of one of Oroville's largest and most iconic festivals. Your company receives "Presented By" naming rights, ensuring your brand is seen across all festival promotions, from print materials and digital ads to onsite signage at both Downtown Oroville and the Feather River Fish Hatchery.

Your brand dominates festival visibility with up to four high-impact banners, a prime booth location, and repeated recognition from the main stage throughout the day. You'll also receive prominent digital presence including 10+ featured social media spotlights, website header placement, and premium signage inclusion.

A full-page advertisement and logo on the cover of the Upcoming Events Brochure give you year-round visibility across all OEA events. Presenting Sponsors also receive 10 VIP Festival Perk Packages and dedicated post-event recognition, including a personalized email and spotlight post that highlight your support of the Oroville community.

RIVER GUARDIAN SPONSOR — \$7,500

River Guardian Sponsors receive strong visibility throughout festival promotions with logo placement on all print and digital materials. Your presence onsite is enhanced with 1–2 strategically placed banners and priority booth space. You'll receive 6–8 social media features, logo placement on the event website, and verbal recognition during stage announcements.

A full-page ad in the Upcoming Events Brochure extends your exposure long after the festival. This tier includes 8 VIP Festival Perk Packages and recognition in post-event communications.

CHINOOK CHAMPION SPONSOR — \$3,500

Chinook Champion Sponsors enjoy mid-tier visibility that blends value with impact. Your logo appears on digital marketing while your business name is included on printed materials and festival signage. You'll receive 3–4 social media mentions and optional booth space with standard placement.

A half-page ad in the Upcoming Events Brochure and 6 VIP Festival Perk Packages provide added value. Chinook Champion Sponsors are included in group acknowledgments post-event.

WATERSHED FRIEND — \$1,750

Watershed Friend Sponsors receive meaningful recognition across festival communications. Your business will be listed on the festival website, featured on sponsor signage, and recognized in 1–2 social media thank-you posts. You'll receive a quarter-page ad in the Upcoming Events Brochure and may purchase booth space at a discounted sponsor rate.

This tier includes 4 VIP Festival Perk Packages, perfect for giving staff or customers a festival experience.

FESTIVAL SUPPORTER — \$800

Festival Supporters help make Salmon Festival possible and are acknowledged through essential visibility benefits. Your business name appears on the festival website, in the event brochure, and on "Community Supporter" signage. You also receive 2 VIP Festival Perk Packages as appreciation for your support.

RAWHIDE EXPRESS PREMIUM SPONSOR — \$6,000

The Rawhide Express Premium Sponsor receives exclusive branding on the festival's beloved trackless train. Your company's banners travel the entire festival route, providing constant, highly visible exposure throughout the day.

Your logo will appear on directional signage and the festival map, and you'll receive a dedicated social media highlight celebrating your support of the attraction. Additional visibility includes 5

spotlight posts as part of the “Featured Festival Attractions” series.

This sponsorship includes 6 VIP Festival Perk Packages and opportunities for additional engagement, such as distributing branded giveaways or adding interior train signage.

Exclusive Add-On — Can be combined with any tier.

2026 PARADE OF LIGHTS & CRAFT FAIR SPONSORSHIP LEVELS

*Early Commitment Discount: Confirm your Parade of Lights sponsorship by **January 31, 2026** to receive **10% off** the rates below.*

DOWNTOWN STAR SPONSOR — \$7,500

The Downtown Star Sponsor receives top-tier recognition as the exclusive presenting partner of the Parade of Lights & Craft Fair. Your business name will appear alongside the event title across all promotional materials, showcasing your leadership in bringing holiday magic to Oroville.

You'll enjoy premium placement on all print and digital marketing, up to four high-visibility banners along the parade route, and priority placement at the Craft Fair. Your brand will receive 10+ social media features, appear on the event website header, and be recognized during live parade announcements. A full-page advertisement and your logo on the cover of the Upcoming Events Brochure extend your exposure throughout the year.

This sponsorship includes 10 VIP Festival Perk Packages and a free parade entry for your float or vehicle. Post-event recognition includes a dedicated thank-you email and an individual spotlight post.

RADIANT LIGHTS SPONSOR — \$3,500

Radiant Lights Sponsors enjoy high-value visibility across the entire event. Your logo appears on print and digital materials, 1–2 banners on the parade route, and priority Craft Fair booth placement. You'll receive 6–8 social media features, logo placement on the event website, and verbal recognition during the parade.

You'll also receive a full-page advertisement in the Upcoming Events Brochure and 8 VIP Festival Perk Packages. A free parade entry is included, along with group post-event recognition.

COMMUNITY GLOW SPONSOR — \$1,750

Community Glow Sponsors receive meaningful mid-tier recognition, including logo visibility in digital marketing and name inclusion on printed materials and signage. Optional Craft Fair booth space and 3–4 social media mentions keep your brand active during the holiday season.

This sponsorship includes a half-page ad in the Upcoming Events Brochure, 6 VIP Festival Perk Packages, and a free parade entry. Community Glow Sponsors are also included in post-event thank-you communications.

TWINKLING BELLS SPONSOR — \$850

Twinkling Bells Sponsors receive widely visible entry-level recognition, including name listing on the event website and sponsor signage, along with 1–2 social media thank-you posts. You'll receive a quarter-page ad in the Upcoming Events Brochure and may add a Craft Fair booth at a discounted rate.

Sponsors at this tier receive 4 VIP Festival Perk Packages and a free parade entry.

HOLIDAY HELPER — \$450

Holiday Helpers receive essential recognition for supporting this beloved community tradition. Your business name appears on the event website, in the event brochure, and on supporter signage. You'll also receive 2 VIP Festival Perk Packages to enjoy at the event. Holiday Helpers do not include parade entry, preserving value for higher sponsorship tiers.