

The background of the entire image is a close-up, high-resolution photograph of the United States flag. The flag is shown waving, with the blue field of stars on the left and the red and white stripes on the right. The stars are white and five-pointed, arranged in a grid pattern. The stripes are horizontal and of equal width.

JAMBOREE DAYS

CALL FOR 2024 SPONSORSHIPS



WELCOME

“Your sponsorship will help make Jamboree Days 2024 an enthusiastic celebration of the best our Crestline community has to offer. Join us and help make it all possible.”

Louis Boehle, President
Crestline Chamber of Commerce



BACKGROUND

Jamboree Days has been a vibrant July 4th tradition in the mountain hamlet of Crestline, CA for 46 years.

In 2024 and for years to come, the Crestline Chamber of Commerce will host thousands of visitors during events held on this weekend...

- ★ Jamboree Days Parade
- ★ Beer Garden and Live Bands
- ★ Fun Zone and Street Market
- ★ Exceptional Lake Gregory Fireworks
- ★ Community Picnic

JAMBOREE
DAYS

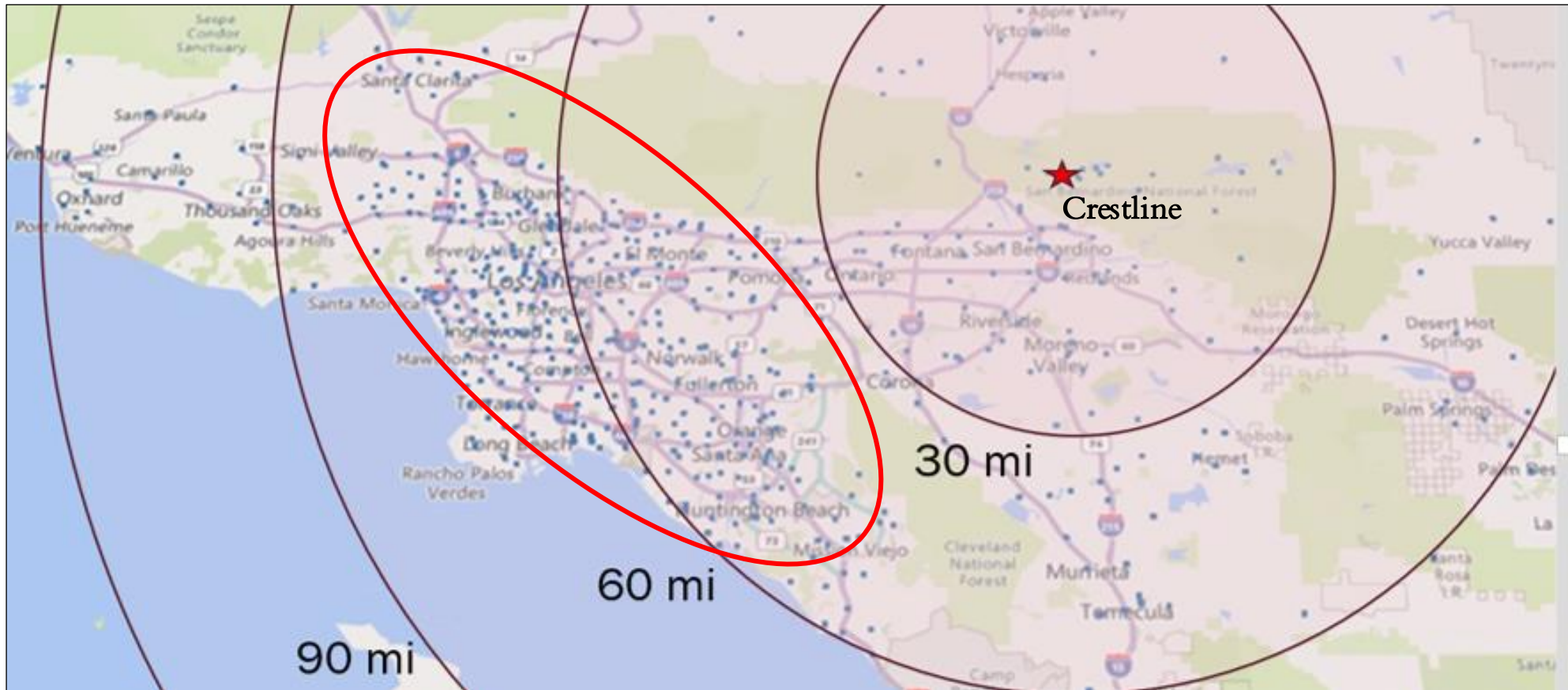
JAMBOREE DAYS FACTS

- ★ The 45th Annual Jamboree Days parade in 2023 featured 64 entries and drew nearly 12,000 spectators to Crestline.
- ★ The Lake Gregory fireworks show has been hailed as one of the best in the country.
- ★ Crestline's primary drive market covers much of Los Angeles, Orange and San Diego counties.
- ★ Lake Gregory hosts capacity crowds on the July 4th weekends.
- ★ Media coverage of Jamboree Days 2023 included a live remote on ABC7, hits on KTTV 11 and LA Magazine, which called Crestline the 'Place to be in San Bernardino over July 4th,' and radio interviews. This year's promotional plan involves dozens of print, radio and TV outlets, print advertising and community-wide outdoor banners.
- ★ Mountain communities near Crestline boast 1000+ short-term rental homes.



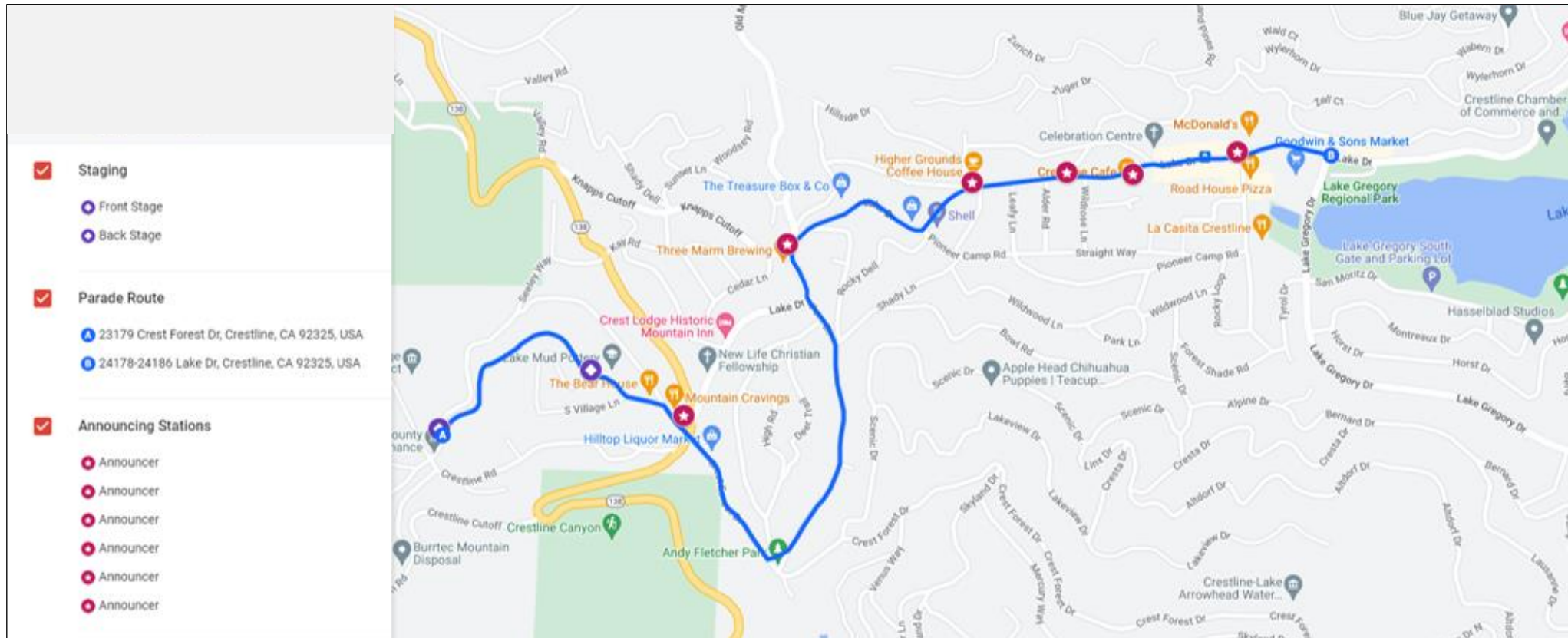
Photo credit throughout: Jenna Rose Photography

PRIMARY DRIVE MARKET

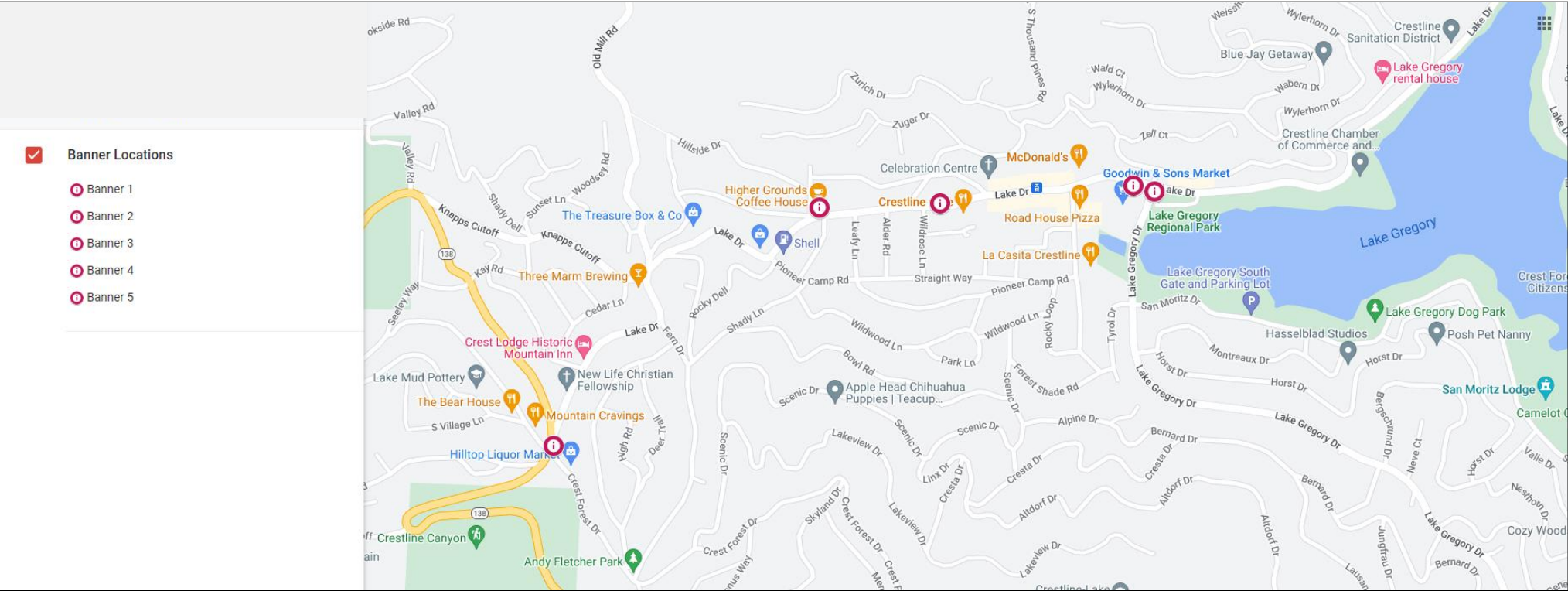


Based on a study of zip codes for paid parking at Lake Gregory Regional Park in 2021.

PARADE OVERVIEW



LOCAL BANNER SITES



MEDIA LIST

- ★ ABC7 TV
- ★ Adelanto Bulletin
- ★ Apple Valley News
- ★ Big Bear Grizzly
- ★ Chino Champion
- ★ Colton City News
- ★ Colton Courier
- ★ Daily Press
- ★ Fontana Herald News
- ★ Hesperia Reporter
- ★ Hesperia Star
- ★ Hi-Desert Star
- ★ Highland Community News
- ★ Inland Empire Magazine
- ★ KCAA radio
- ★ KCAL-TV
- ★ KCAL-FM
- ★ KFRG radio
- ★ KOLA radio
- ★ KTTV 11 TV
- ★ Los Angeles Magazine
- ★ Loma Linda City News
- ★ Mountain Lifestyles
- ★ Mountain News
- ★ Mountaineer Progress
- ★ Redlands City News
- ★ Rialto Record
- ★ San Bernardino City News
- ★ Spectrum Channel One TV
- ★ Sunset Magazine
- ★ The Alpine Mountaineer
- ★ The Desert Trail
- ★ The San Bernardino American
- ★ The SUN
- ★ VisitCalifornia.com
- ★ Yucaipa News Mirror
- ★ Westways (AAA)

Partial List, others TBD

EVENT TIMELINE

Add calendar events to
Westways, Sunset,
Visit California and other
online calendars

April 30 Sponsorship Deadline.
Hang banners before Memorial Day.
Send press releases to media list.

Send additional releases about special
appearances and attractions. Publish
pull-out section in local newspapers.
The parade is on Saturday, July 1.



Select Grand Marshal and Citizen of
the Year to feature in promotional
campaign.

Distribute recognition posters to sponsors
and general posters to area businesses.
Begin advertising and PR campaign.



SPONSORSHIP LEVELS

Your organization may sponsor Jamboree Days in 2024 and beyond at one of six unique sponsorship levels...

- ★ **Presented by...** Sponsorship
- ★ **Exclusive Music Sponsorship**
- ★ **Exclusive Announcer Booth Sponsorship**
- ★ **Mountaintop Sponsorship**
- ★ **Community Sponsorship**
- ★ **Local Sponsorship**
- ★ **Make a Bang! Sponsor**



PRESENTED BY... SPONSORSHIP

Benefits

- ★ “Presented by YOUR NAME” with your logo prominently displayed on all printed promotions – the lead parade banner, banners throughout Crestline during May and June 2024, local newspaper ads, and a free half-page color ad in an upcoming issue of Crestline Magazine,
- ★ Top billing on social media May-June, and a top billing on JamboreeDays.com with a link to your business website for a full year, May 2024 – April 2025,
- ★ Announcing your name three times during the parade as the ‘Presented By’ sponsor from all announcer booths, from the main stage at the Beer Garden throughout the day and at Sunday’s Community Picnic,
- ★ First position in the Parade for your float or entry, trailing the lead banner in the parade,
- ★ 20x10 Booth space at your guaranteed first-choice vendor location,
- ★ Four complimentary reserved VIP parade seats near an announcer booth at a premier parade route location, with parking,
- ★ Two reserved VIP pavilion seats for the Lake Gregory fireworks.
- ★ Personalized posters recognizing your business as a Jamboree Days Sponsor.

EXCLUSIVE ★ ONLY ONE AVAILABLE

\$10,000

MUSIC SPONSORSHIP

Benefits

- ★ “Live Music Sponsored by YOUR COMPANY” as a backdrop on all Jamboree Days music stages, at the Beer Garden stage and at the Community Picnic,
- ★ Entry in Parade for your float or your banner,
- ★ Your logo on all printed marketing and recognition on social media May-June, and second billing on JamboreeDays.com with your business website linked for a full year, May 2024 – April 2025,
- ★ Five personalized posters recognizing your business as a Jamboree Days Sponsor.
- ★ 10x10 Booth space at a location of your choosing,
- ★ Announcing your sponsorship twice during the parade from all announcer booths, from the main stage during the Beer Garden and at the Community Picnic.

EXCLUSIVE ★ ONLY ONE AVAILABLE
\$4,000

ANNOUNCER BOOTH SPONSORSHIP

Benefits

- ★ “Announcers Sponsored by YOUR COMPANY” banners at each of the six Jamboree Days announcer booths along the parade route,
- ★ Entry in Parade for your float or your banner,
- ★ Your logo on all printed marketing and recognition on social media May-June, and third-level billing on JamboreeDays.com with your business website linked for a full year, May 2024 – April 2025,
- ★ Five personalized posters recognizing your business as a Jamboree Days Sponsor.
- ★ 10x10 Booth space at a location of your choosing,
- ★ Announcing your sponsorship twice during the parade from all announcer booths, from the main stage during the Beer Garden and at the Community Picnic.

EXCLUSIVE ★ ONLY ONE AVAILABLE
\$3,500

MOUNTAINTOP SPONSORSHIP

Benefits

- ★ Your logo on all printed marketing, a free third-page color ad in Crestline Magazine, recognition on social media May-June, and third-level billing on JamboreeDays.com with a link to your business website from May 2024 – April 2025,
- ★ Announcing your name during the parade from all announcer booths and from the main stage during the Beer Garden throughout the event,
- ★ Five personalized posters recognizing your business as a Jamboree Days Sponsor.
- ★ 10x10 Booth space at a location of your choosing,
- ★ Entry in the Parade for your float or your banner.

ONLY FOUR AVAILABLE

\$2,500

COMMUNITY SPONSORSHIP

Benefits

- ★ Knowing your business has helped fund the premier parade and biggest fireworks extravaganza in the San Bernardino mountains in 2024.
- ★ Your logo on all printed marketing and billing as a ‘Community Sponsor’ on social media May-June and on JamboreeDays.com with a link to your business website for a full year, May 2024 – April 2025,
- ★ Entry in Parade for your float or your banner,
- ★ Announcing your name as a “Community Sponsor” during the Beer Garden throughout the event.
- ★ Five personalized posters recognizing your business as a Jamboree Days Sponsor.

ONLY FOUR AVAILABLE

\$1,000

LOCAL SPONSORSHIP

Benefits

- ★ Knowing that your business has helped fund the premier parade and biggest fireworks extravaganza in the San Bernardino mountains in 2024.
- ★ Your logo featured in Jamboree Days social media posts May – June 2024,
- ★ Billing as a ‘Local Sponsor’ on JamboreeDays.com,
- ★ Announcing your name as a ‘Local Sponsor’ from the main stage during the Beer Garden.
- ★ Five personalized posters recognizing your business as a Jamboree Days Sponsor.

ONLY THREE AVAILABLE

\$350

MAKE A BANG! SPONSOR

Benefits

- ★ Knowing that your business has helped fund the premier parade and biggest fireworks extravaganza in the San Bernardino mountains in 2024.
- ★ Personalized posters recognizing your business as a sponsor of the Jamboree Days Fireworks celebration.

\$150

LONG-TERM SPONSORSHIP DISCOUNTS

	One Year	2-3 Years★	4-6 Years★	7+ Years★
Presented by	\$10,000	\$9,750	\$9,000	\$8,500
Music	\$4,000	\$3,900	\$3,600	\$3,400
Announcer	\$3,500	\$3,400	\$3,150	\$3,000
Mountaintop	\$2,500	\$2,400	\$2,250	\$1,900
Community	\$1,000	--	--	--
Local	\$350	--	--	--
Make a Bang!	\$150			

★ Per-year, paid annually

CRESTLINE CHAMBER JAMBOREE DAYS TEAM



Louis Boehle
Board President



Dirk Rinker
Jamboree Days Chairman



Sara Gutierrez
Event Coordinator

**SPONSORSHIPS CLOSE
APRIL 30, 2024.**

SECURE YOURS TODAY!



CRESTLINE
CHAMBER OF COMMERCE

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VisitCrestline.org
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