



**The Port**  
**OF Hueneme**  
Oxnard Harbor District

**2023**  
**September**  
**30<sup>th</sup>**



**IS BACK!**

# **Sponsorship Opportunities**

# Join the Port Celebration!

**Sponsor the 10<sup>th</sup> Annual Banana Festival on September 30, 2023**

## Each September, some 15,000 visitors attend the Banana Festival to celebrate The Port of Hueneme!

The Port of Hueneme is again hosting the **Banana Festival at the Port** and is inviting the community to celebrate with us!

The Port of Hueneme is one of the most productive and efficient commercial trade gateways for niche cargo on the West Coast, governed by five locally elected Port Commissioners. The Port consistently ranks among the top ten U.S. ports for automobiles and fresh produce. Port operations support the community by bringing **\$2.2 billion in economic activity** and creating **20,032 trade-related jobs**. Trade through the Port of Hueneme generates more than **\$173.2 million in direct and related state and local taxes**, which fund vital community services. In 2017, the Port of Hueneme became the first port in California to become Green Marine certified and was voted the Greenest Port in the U.S. at the Green Shipping Summit. w

The Port authority began over 85 years ago with a mission to provide California's central coast agricultural community with an ocean link to the global market. Today, the Port handles bananas and tropical fruit as well as additional cargos including auto imports and exports, liquid bulk fertilizer, farm and other heavy equipment. Learn more about the Port at **[www.portofh.org](http://www.portofh.org)**.

## Your company can participate in this exciting event as a Sponsor.

You can choose from several levels – from **\$500 to \$10,000** or more, depending on the visibility you desire for your brand with an affluent local audience. Our Sponsors will have the following opportunities, depending on their level of involvement:

- **Provide a truly unique experience for up to 15 people on a special VIP Tugboat Tour of the Port accompanied by Port and local officials or a private company tour of the Port.**
- **Market your services or products at a booth at the event to sell your products or distribute information about your company.**
- **Be top of mind with attendees with logo recognition through Festival media materials and marketing collateral.**
- **Be DIFFERENT by working with our team to create a “STAND OUT” presence and make an impact at the event with a specially created opportunity just for your company (kids zone, main stage, etc).**

**The Festival is an opportunity for sponsors to leverage their name in the community and gain valuable exposure to new audiences. This event has created excitement, curiosity and lots of interest.**



## Banana Festival 2023 Sponsorship Opportunities

Director@BananaPortFest.com  
(805) 816-2742

# Marketing Benefits

**Sponsor the 10th Annual Banana Festival on September 30, 2023**

Banana Festival sponsors have the opportunity to be part of a successful community festival, celebrating the Port of Hueneme as a hub for international trade, and reach thousands of area residents with their brand, products and messaging.

Based on level of investment, sponsors will enjoy recognition, logo placement and/or special promotion in some or all of the following marketing and media opportunities:

## Online/Web Marketing

- **Banana Festival Website**  
BananaPortFest.com
- **Facebook Page/Social Media Strategy**  
(5,000+ FB/IG followers)
- **E-Marketing**  
(Port of Hueneme list of 2,000+ names)
- **Macaroni Kid Banner Ads**  
Family-focused websites  
(50,000 visitors per month)
- **VisitOxnard.com**  
Local tourism website  
15,000 unique visitors per month
- **VenturaCountyCoast.com**  
Regional tourism website
- **PortofHueneme.org**

## Media Advertising & Public Relations Strategy

- **Ventura County Star** Display Ads
- **VC Reporter** Display Ads
- **KEYT** television commercial campaign
- **Local radio station(s)** – 60-80 radio spots, 20,000+ listeners
- **Press Releases and Calendar Listings**  
submitted to local and regional publications, with potential reach of 300,000 to 500,000 or more readers, including but not limited to:
  - **Acorn**
  - **Happenings Magazine**
  - **Pacific Coast Business Times**
  - **Santa Barbara Family Life Magazine**
  - **VC Reporter**
  - **Valley Scene Magazine**
  - **Ventura County Star**
  - **Vida**

## Print Collateral

- **Banana Festival Posters**  
(500 qty. Distributed in Ventura County)
- **Banana Festival Fliers**  
(15,000 qty. Distributed in Ventura County)



## Banana Festival 2023 Sponsorship Opportunities

Director@BananaPortFest.com  
(805) 816-2742

# Sponsor Categories

**Sponsor the 10th Annual Banana Festival on September 30, 2023**

## **\$10,000** **Top Banana Sponsor**

- **VIP Private tugboat ride** for up to 15 guests with appetizers and refreshments or a private company tour of the Port
- **Sponsor mention in area radio ads and TV interviews** promoting the Festival
- Sponsor provided **signage near main stage and 15-second promo on Jumbo-Tron**
- **Sponsor logo on Banana Festival banners** placed on major Downtown Street in Port Hueneme
- **Logo on Festival website, 500 posters and 15,000 event fliers**
- Prominent featured logo displayed in **Ventura County Star and VC Reporter print ads**
- **Sponsor promotion in social media posts on popular platforms, event web page and mentioned in two submitted Press Releases**
- **Sponsor mention by Festival MC announcer (8 times)**
- **10 x 20 booth space on-site at the Festival**

## **\$500** **Friend of the Port Sponsorship**

- Name identification on **15,000 Festival event fliers**
- Name identification on **Festival event web page**
- **Sponsor mention by Festival MC announcer (2 times)**

## **\$5,000** **Admiral Level Sponsor**

- **Sponsor logo on Festival website, 500 posters and 15,000 event fliers**
- Sponsor provided **signage near main stage and 15-second promo on Jumbo-Tron**
- Prominent featured logo displayed in **Ventura County Star and VC Reporter print ads**
- **Sponsor promotion in social media posts on popular platforms, event web page and mentioned in two submitted Press Releases**
- **Sponsor mention by Festival MC announcer (6 times)**
- **10 x 10 booth space on-site at the Festival;(10 x 20 avail. for add'l \$500)**

## **\$3,000** **Captain Level Sponsor**

- **Sponsor logo on Festival website, 500 posters and 15,000 event fliers**
- **Sponsor provided static ad on Jumbo-Tron**
- **Sponsor promotion in social media post on popular platforms and event web page**
- **Sponsor mention by Festival MC announcer (4 times)**
- **10 x 10 booth space on-site at the Festival**

## **\$1,500** **Crew Member Sponsor**

- Name identification on **15,000 Festival event fliers**
- Name identification on **Festival event web page**
- **Sponsor mention by Festival MC announcer (3 times)**
- **10 x 10 booth space on-site at the Festival**

## **Banana Festival 2023** **Sponsorship Opportunities**

Director@BananaPortFest.com  
(805) 816.2742



**Sponsor the 10th Annual Banana Festival on September 30, 2023**

**Sponsor the 10th Annual Banana Festival on September 30, 2023**



# Banana Festival 2023

## Sponsorship Opportunities

Director@BananaPortFest.com  
(805) 816-2742

# Sponsorship Form

**Sponsor the 10th Annual Banana Festival on September 30, 2023**

Please accept my financial commitment at the following level:

**Top Banana Sponsorship - \$10,000**

**Admiral Sponsorship - \$5,000**

**Crew Level Sponsorship - \$1,500**

**Captain Level Sponsorship - \$3,000**

**Friend of the Port - \$500**

Note: Deadline for sponsor logo on marketing material is August 31, 2023.

Please accept my commitment of in-kind support (i.e., prizes, beverages, supplies, equipment, printing, etc.) as described below:

---

---

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

I have enclosed a check in the amount of \$ \_\_\_\_\_ made payable to the  
**"Port of Hueneme Banana Festival, Inc."**

Please invoice me. I understand that payment is due no later than August 31, 2023.

Please submit this Sponsorship Commitment Form no later than August 31, 2023 to:

**sponsorships@BananaPortFest.com.**

The Port of Hueneme Banana Festival is a 501c3 nonprofit organization.  
Tax ID 81-3432326

Organizers reserve the right to make necessary changes to the  
planned advertising campaign should they find it beneficial.



**Banana Festival 2023**  
**Sponsorship Opportunities**

Director@BananaPortFest.com  
(805) 816-2742