

SEPTEMBER  
**26**  
2026



SPONSORSHIP  
OPPORTUNITY



13<sup>th</sup> Annual

**Banana Festival**

A CELEBRATION OF A DIVERSE WORKING PORT

# ABOUT

## THE PORT OF HUENEME



**HOST OF THE BANANA FESTIVAL  
SATURDAY, SEPTEMBER 26, 2026**

Each September, some 15,000 visitors attend the Banana Festival to celebrate the accomplishments of The Port of Hueneme! The Port of Hueneme will once again host this year's Banana Festival, inviting the community to join in on the celebration.

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 amongst the top ten U.S. ports for automobiles and fresh produce. Port operations support the community by bringing \$2.8 billion in economic activity and creating 24,997 trade-related jobs. Trade through the Port of Hueneme generates more than \$236 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.

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 cargoes including auto imports and exports, liquid bulk fertilizer, farm and other heavy equipment. Learn more about the Port at [www.portofhueneme.org](http://www.portofhueneme.org).

# SPONSOR THE BANANA FESTIVAL

HOSTED AT THE PORT OF HUENEME  
SATURDAY, SEPTEMBER 26, 2026



The Banana 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.

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, second stage etc).

# MARKETING SPONSOR BENEFITS



**THE BANANA FESTIVAL**  
**SATURDAY, SEPTEMBER 26, 2026**

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:

## MEDIA ADVERTISING & PUBLIC RELATIONS

- **Local News Media Display Ads**
- **Local Radio Station Ads** – 60-80 radio spots, 20,000+ listeners
- **Press Releases and Calendar Listings** (submitted to publications with potential reach of 300,000 or more readers), including but not limited to: Visit Oxnard Publications, West Ventura County Business Alliance Publications, VC Reporter, Ventura County Star, Vida News. various local and regional publications.
- **Banana Festival Billboard**
- **Ventura County Bus Stop Ads**

## ONLINE/WEB MARKETING

- **Banana Festival Website**  
BananaPortFest.com
- **Facebook Page/Social Media Strategy** (10,000+ FB/IG followers)
- **E-Marketing** (Port of Hueneme list of 3,000+ names)
- **Banner Ads - Family-focused websites** (50,000 visitors per month)
- **VisitOxnard.com** (45,000+ unique visitors per month)
- **VenturaCountyCoast.com**  
Regional tourism website
- **PortofHueneme.org**

## PRINT COLLATERAL

- **Banana Festival Posters**  
(Distributed in Ventura County)
- **Banana Festival Event Flyers**  
(Distributed in Ventura County)

## FESTIVAL DAY PRESENCE

- **Promo/Logo Placement on Digital Marquee**
- **Festival Banners Logo Placement**
- **Verbal Mentions Festival Day from mainstage**

## LEGACY SPONSOR RECOGNITION

Sponsors who have supported the Banana Festival for 5 or more consecutive years will be recognized as Legacy Sponsors, honoring their longstanding commitment to the Port of Hueneme & our community."

Director@BananaPortFest.com  
(805) 816-2742

# SPONSOR CATEGORIES/ LEVELS

THE BANANA FESTIVAL  
SATURDAY, SEPTEMBER 26, 2026



## TOP BANANA \$10,000 INVESTMENT

- 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 mainstage and 15-second promo on Digital Marquee
- Sponsor logo on Banana Festival banners placed on major Downtown Street in Port Hueneme
- Logo on Festival website, event posters and flyers
- Prominent featured logo displayed in Ventura County Star and VC Reporter print ads
- Sponsor promotion in social media posts on popular platforms, event webpage 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

## ADMIRAL SPONSOR \$5,000 INVESTMENT

- Sponsor logo on Festival website, posters & event flyers
- Sponsor provided signage near main stage
- 15-second promo on Digital Marquee
- Prominent featured logo displayed in Ventura County Star and VC Reporter print ads
- Sponsor promotion in social media posts on popular platforms, event webpage 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

## CAPTAIN SPONSOR \$3,000 INVESTMENT

- Sponsor logo on Festival website, posters and event flyers
- Sponsor provided static ad on Digital Marquee
- Sponsor promotion in social media post on popular platforms and event webpage
- Sponsor mention by Festival MC announcer (4 times)
- 10 x 10 booth space on-site at the Festival

## CREW MEMBER SPONSOR \$1,500 INVESTMENT

- Sponsor logo on Festival website, posters & event flyers
- Name identification on Festival event web page and social media
- Sponsor mention by Festival MC announcer (3 times)
- 10 x 10 booth space on-site at the Festival

## FRIEND OF THE PORT \$500 INVESTMENT

- Name identification on Festival event flyers
- Name identification on Festival event web page and social media
- Sponsor mention by Festival MC announcer

# SPONSORSHIP FORM

## THE BANANA FESTIVAL SATURDAY, SEPTEMBER 26, 2026

PLEASE ACCEPT MY FINANCIAL COMMITMENT AT THE FOLLOWING LEVEL:

**TOP BANANA**  
**\$10,000 INVESTMENT**

**ADMIRAL SPONSOR**  
**\$5,000 INVESTMENT**

**CREW MEMBER SPONSOR**  
**\$1,500 INVESTMENT**

**CAPTAIN SPONSOR**  
**\$3,000 INVESTMENT**

**FRIEND OF THE PORT**  
**\$500 INVESTMENT**

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 Number: \_\_\_\_\_ E-Mail: \_\_\_\_\_

I have included a check for full payment payable to "Port of Hueneme Banana Festival, Inc." with my application.

Please invoice me. I understand that payment is due no later than August 31, 2026.

Please submit this Sponsorship Commitment Form to by email to:

[Director@BananaPortFest.com](mailto:Director@BananaPortFest.com)

Or return by mail to:

Banana Festival  
c/o Medallion Events  
2362 N. Oxnard Blvd, Suite 202  
Oxnard, CA 93036

The Port of Hueneme Banana Festival is a 501c3 nonprofit organization Tax ID 81-3432326. The Banana Festival committee reserve the right to make necessary changes to the planned advertising campaign should they find it beneficial.

[Director@BananaPortFest.com](mailto:Director@BananaPortFest.com)  
(805) 816-2742