



PRESENTED BY KOLLECTIVE GROUNDS LLC

**Showcase your brand to an
inspired and engaged kcommunity
at Karnival of the Arts!**

**Creativity, music, and self-expression
create the perfect environment for your
products or services to shine.**

**KOTA West
Jacumba, CA
DeAnza Springs Resort**



Who We Are:

Karnival of the Arts launched in CA in 2022 where we continue to give artists and art supporters a creative environment through our festivals and theme camps for them to share, promote and celebrate art.



"This past weekend I was surrounded by more passionate, creative and driven creators, artists, and fans than I have ever been in my 33 years of existence on this planet."

Ben Bear Bridegum - Featured Karnival Artist



**CONNECT WITH YOUR
TARGET AUDIENCE!**

**Ready to
connect
with adventurous,
artistic, naturalistic, and
outgoing friends
& families**

**We connect
with communities
and businesses on the
East and West
Coasts**

**"For many it's not about the escape,
It's about the grounding and the gathering.
It's about the collective, the community."**

SCOPE & SIZE



600+
Cumulative
Attendees

11,000+
Cumulative
Social Media
Followers

1,000+
E-Newsletter
Subscribers

Multiple
single-day
outreach
events
in 2025

**Bands, Djs,
Artists, Flow &
Fire Dancers,
& More!**






**SPONSORSHIP
OPPORTUNITIES**



Ringleader Sponsorship (4 available) – \$10,000

Sponsor One of Our Four Iconic Stages
Become the ultimate festival headliner by sponsoring one of our four stages:

 **Jungle Stage** |  **Cosmic Stage** |  **Neon Lounge** |  **Silent Disco**

Includes:

- ✓ Premium logo placement on the stage
- ✓ Brand recognition & promo shoutouts throughout the festival
- ✓ 10x10 brand space in a prime festival location
- ✓ Brand/product spotlight in our email newsletter
- ✓ Logo on event signage & promotional materials
- ✓ Social media promotion across all platforms
- ✓ Discounted ticket pricing for sponsors' clients/customers
- ✓ Feature in our printed festival program
- ✓ Mentions & advertisements in our monthly newsletter
- ✓ Logo on Karnival of the Arts posters & promo materials
- ✓ 5 VIP tickets + priority parking
- ✓ Exclusive Karnival of the Arts SWAG bags



The Magic Makers

Sponsor a Unique Festival Feature & Bring the Magic to Life!

Visual Spectacular - \$1,500

Directly sponsor our Art, Fire, and Flow teams. The summer's best music line-up needs the area's best visual performances!

- ◆ Includes: 2 VIP tickets, social media promotion, monthly newsletter mention



Art Gallery - \$1,000

Showcase stunning local art in a dedicated festival gallery.

- ◆ Includes: 2 GA tickets, social media promotion, logo placement at gallery, monthly newsletter mention



Games & Prizes - \$1,000

Support the fun! Help bring carnival-style games & prizes to festival-goers.

- ◆ Includes: 2 GA tickets, social media promotion, logo placement at games area, monthly newsletter mention



Creative Spark Grant - \$500

Empower emerging artists with funding to bring their vision to life at the festival.

- ◆ Includes: Social media promotion, logo placement at sponsored art installation, monthly newsletter mention



Karnival Curators

Support the Festival as an Individual & Get Recognized!

Offer a direct sponsorship to one of our specialized department and their special projects this year. Every dollar helps but 100 get you featured as an official KOTA Sponsor on our website.

 **\$250 | Karnival Curator**

 **\$150 | Karnival Fanatic**

 **\$100 | Karnival Family**

A woman in a dark, form-fitting outfit is performing a dance on a stage. She is holding a large, flowing fabric that she is moving in a circular motion. Behind her is a large screen displaying a vibrant, abstract, colorful pattern. The stage is lit with purple and blue lights. In the foreground, the back of a woman's head with long, curly hair is visible, looking towards the stage. To the left, a man wearing a grey baseball cap is also looking towards the stage. The overall atmosphere is that of a live performance or event.

**ACTIVATION OPPORTUNITIES
CHOOSE ONE OF THE ACTIVATION
OPPORTUNITIES BASED ON YOUR
GOALS**

**EACH ACTIVATION INCLUDES
ALL OF THE BENEFITS OUTLINED
ON THE BENEFITS PAGE**

BENEFITS PAGE

WE COVER ALL THE BASES!

Each of our activations include the following benefits. Our goal is to develop an activation opportunity designed to engage your target audience in meaningful ways, and also offer the following assets to cover all main asset categories.

- Logo placement on event signage
- Social media promotion
- Discounted ticket pricing for sponsors' clients and customers
- Brand recognition in printed festival program

- Mentions and advertisements in our monthly newsletter
- Karnival of the Arts posters and promotional materials
- VIP tickets and priority parking
- Annual Karnival of the Arts SWAG bags

PRODUCT SAMPLING

Email
Coupons
to our
audience

Set up a
booth and
give away
products!

Get your
product directly
into the hands of
your target
market

\$4,500

includes all
benefits outlined
on benefits
page

You can
give away
your products
in-person or
online



Fresh, Lemonade
\$ 2 each cup
\$ 3 for five cups

LEAD GENERATION CONTEST

Run a contest giving away product in exchange for our audience's contact info

A great way to get people into your store or offer free trials

\$4,500

includes all benefits outlined on benefits page



bullfrogbrewery.com

BULLFROG  **BREWERY**

BUILD YOUR BRAND

Have a
NEW product
or offering the
public hasn't
heard of?

Combining
storytelling with
experiential marketing
and branding is a
powerful way to connect
with your audience in
a manner that truly
resonates

Are you
interested
in showing our
audience your
shared
values?

Want to
send a message
to your audience
about who you
are and what
you do?

\$4,500

includes all
benefits outlined
on benefits
page

BULLFROG



BREWERY



PRESENTED BY KOLLECTIVE GROUNDS LLC

LET'S CONNECT!

WE'RE EXCITED TO HEAR ABOUT YOUR GOALS AND HOW WE CAN HELP YOU ACHIEVE THEM.

CONTACT

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HEAD OF CORPORATE PARTNERSHIPS

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"The workshop area was a huge success this year. I'm stoked to see what we come up with for 2025!"

Ash Marie

Workshop Coordinator





"Wow... I knew Karnival of the Arts 2024 - East was going to be awesome, but I wasn't expecting it to really be THAT incredible of a weekend!"

DJ new to KOTA

"Karnival Of The Arts was an amazing time as always! This has been my 4th year and I can never get enough of it, easily one of my favorite festivals!! If you haven't been you need to check it out!"

Art Supporter

"What an epic ARTventure, I look forward coming down every year!"

Gallery Artist

"By far my favorite festival of the season again, no matter where we are this fest feels like home."

KOTA East & West Fire Performer

"Karnival Of The Arts East '24 was an absolute blast! working with a proper team that's been solidifying for years. Meeting a ton of new faces, and seeing life long friends. It all came together beautifully and I can't wait to do it again!"

Grounded Roots Event Safety staff

"Thanks Karnival Of The Arts for an amazing weekend where I was able to simply be with my family and friends who feel like family ❤️."

Festival supporter & mom

"Karnival Of The Arts, you have done it again! Every year gets better and better. I leave this festival with a heart so full."

Art Supporter