

# California Roots

MAY 27-28-29 2016 MONTEREY, CA



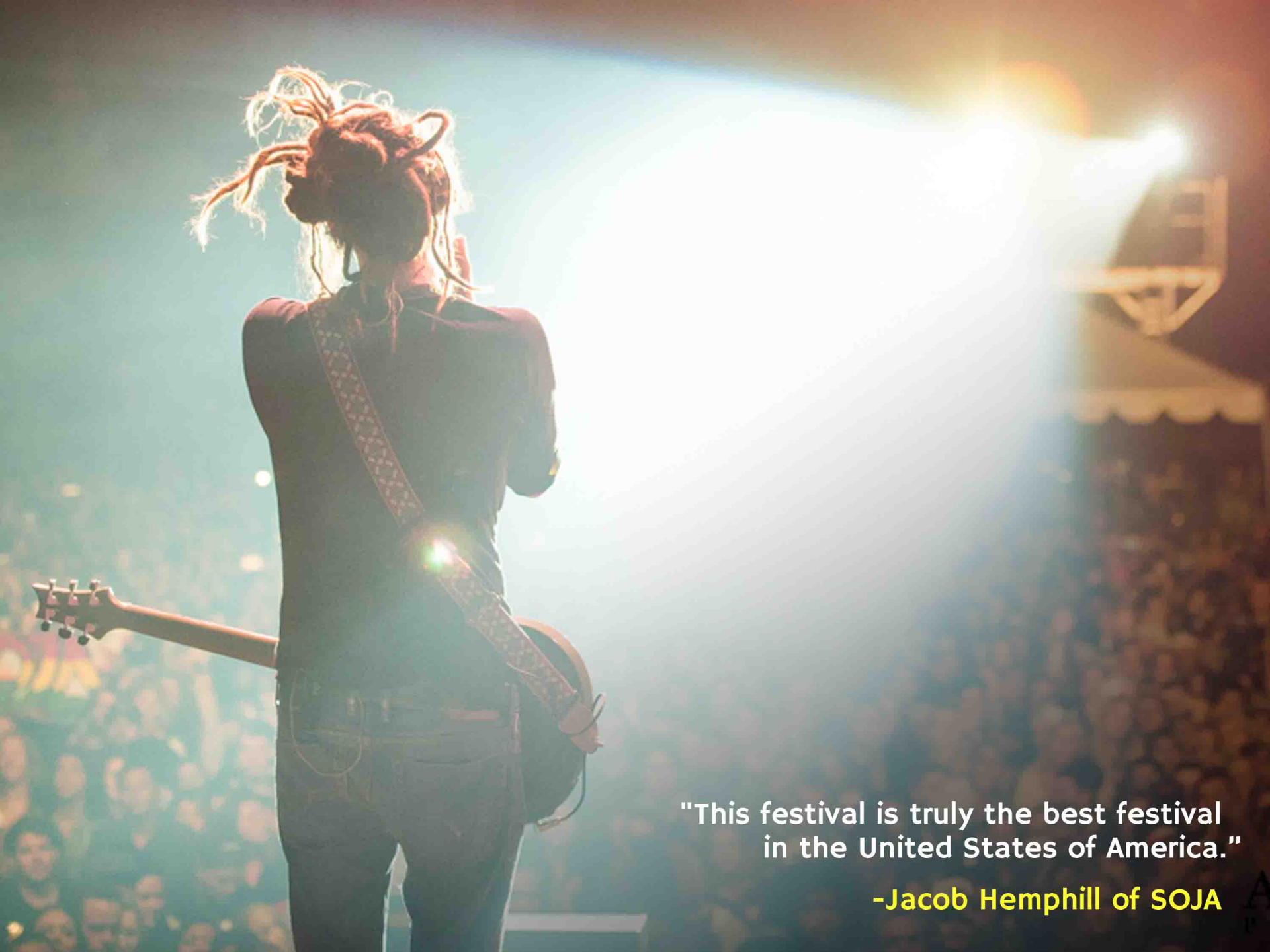




**The California Roots Music and Arts Festival is a unique one-of-a-kind experience providing the perfect blend of music, arts, crafts and all around good vibes. Located in beautiful Monterey, California this annual gathering over Memorial Day Weekend takes place at the Monterey County Fairgrounds, home to the historic Monterey Pops Festival where Jimi Hendrix, Janis Joplin, The Who and more graced the legendary stage. Each year the festival continues to evolve, selling out to crowds of 12,000 daily attendees and featuring some of today's most talented reggae and rock artists including 311, Slightly Stoopid, Damian Marley, SOJA, and Rebelution.**



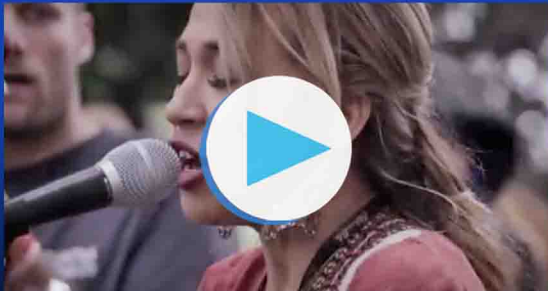




"This festival is truly the best festival  
in the United States of America."

**-Jacob Hemphill of SOJA**

## HIRIE- CALI ROOTS SONG 2015



## REBELUTION- MAIN STAGE



## NAHKO & MFTP- 2ND STAGE



click the "play" button to watch the videos on youtube







## PAST PERFORMERS



Slightly Stoopid

MICHAEL FRANTI

& SPEARHEAD

THE ROOTS

SOJA

DAMIAN

JR. GONG

MARLEY

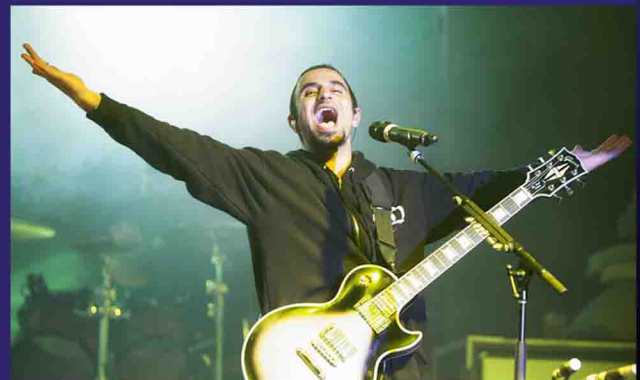
Rebelution

Cypress Hill

ZIGGY MARLEY

Don Carlos

...AND MANY MORE!





# About Us - Our Story

## ● California Roots- It's a Movement

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California Roots isn't just a music festival; it's a movement. It's a way of life. It delivers a cosmic blend of good vibes, true happiness, family, peace, love and joy to all who enter. When Jimi Hendrix torched his guitar at the Monterey Pop Festival in the late '60's, he changed the way an entire generation looked not only at music festivals, but life itself. It is out of this same pure energy--the energy of natural and peaceful rebellion--that California Roots was born. We discovered the ecstasy that culminates from listening to awesome music, smiling at your neighbors and dancing with strangers; California Roots is about living life to the fullest.

## ● It Starts with Community

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One of the most important missions of our festival is supporting local communities. The world is built on communities, and the cornerstone of positive and vibrant change begins right at home. Our homegrown philosophy supports California companies, workers, residents, and nonprofits coming together to make this festival a place of pure bliss for visitors from all around the world.

Change starts local. We don't just send nonprofits checks and good vibes- we work hand-in-hand and actively participate in creating and being the positive change we wish to see.

## ● Positive Change

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At the end of the day, this festival wasn't really a choice for us... it was a calling. It was born of the untameable passion to give back to our community, support and cherish good causes, and help grow with like-minded people from around the world.

California Roots stands as a catalyst of positive change, and we act knowing that these good vibrations will find their way across the world.



ARTISTS ANNOUNCED FOR CALIFORNIA ROOTS 2016

# California Roots

FRIDAY HEADLINER

**SLIGHTLY STOOPID**

SATURDAY HEADLINER

**DAMIAN "JR GONG" MARLEY**

SUNDAY HEADLINER

**REBELUTION**

**ATMOSPHERE**

**MICHAEL FRANTI  
& SPEARHEAD**

**STEPHEN "RAGGA" MARLEY**

**PEPPER | TRIBAL SEEDS | THE EXPENDABLES | THE GREEN**  
**J BOOG | STICK FIGURE | BARRINGTON LEVY | TARRUS RILEY**  
**KATCHAFIRE | PROTOJE | GONDWANA | FORTUNATE YOUTH | MIKE LOVE**  
**HIRIE | THE SKINTS | RAGING FYAH | OKLAH THE MOC | TOMORROWS BAD SEEDS**  
**JOSH HEINRICH | STICKY FINGERS | THE EXPANDERS | NATTALI RIZE | WILL AND THE PEOPLE**  
**PENI DEAN | THRIVE | WHEELAND BROTHERS | KATASTRO | SEEDLESS**  
**JORDAN T | ELI-MAC | SOUTH BAY DUB ALL-STARS | TUNNEL VISION | THE OLÉS**

**DJ'S AMP LIVE | EXPANDERS SOUND SYSTEM | DUB ARCHITECT | WESTAFA**



# California Roots

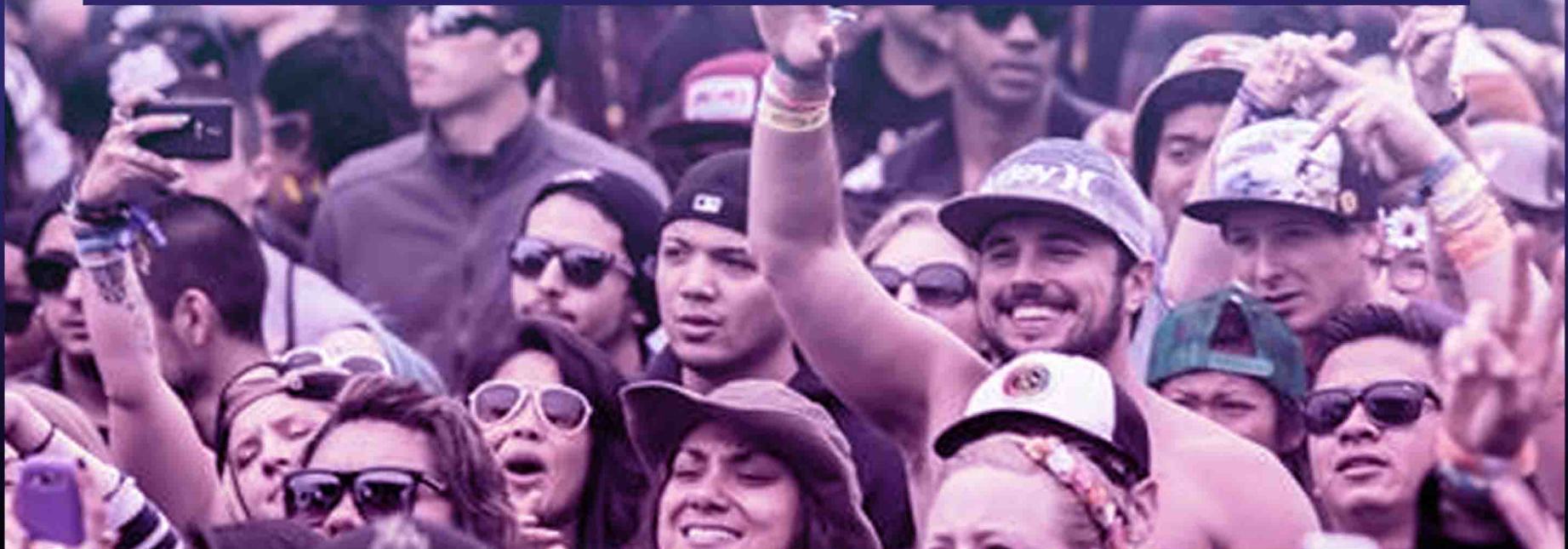
## LIVE ART AND GALLERIES





## THE CALIFORNIA ROOTS MOVEMENT

The California Roots Movement is a highly engaged and invested community infused with reggae and rock with a true love for the music festival. They are actively connecting within the festivals social community throughout the entire year. It's this driving force that is connecting bands, brands and fans together at California Roots. Together we are California Roots! #ItsAMovement





# SOCIAL MEDIA



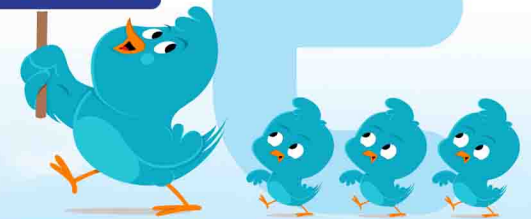
## California Roots

SOCIAL MEDIA  
- IT'S A MOVEMENT -

**f** facebook  
👍 115,684 Likes

9,314  
Followers

twitter



7,160 Favorites

5,605 Tweets

Pinterest

974 Followers



20,400 Instagram  
Followers





# MEDIA

## California Roots Live Streaming

YouTube Stats (Apr 13, 2015 - Jul 11, 2015)

Views: 998,664 Estimated minutes watched: 2,633,204

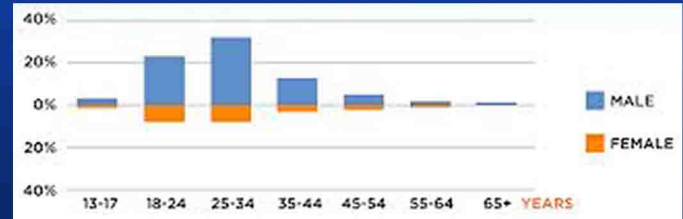
Comments: 23,677 Shared: 1,421 Subscribers: 5,365

**LIVE STREAM 2015 STATS**  
Day 1- 8,350 Total Views  
Day 2- 7,622 Total Views  
Day 3- 27,285 Total Views

#CaliRoots2016 | #ItsAMovement

MALE  
75%

FEMALE  
25%

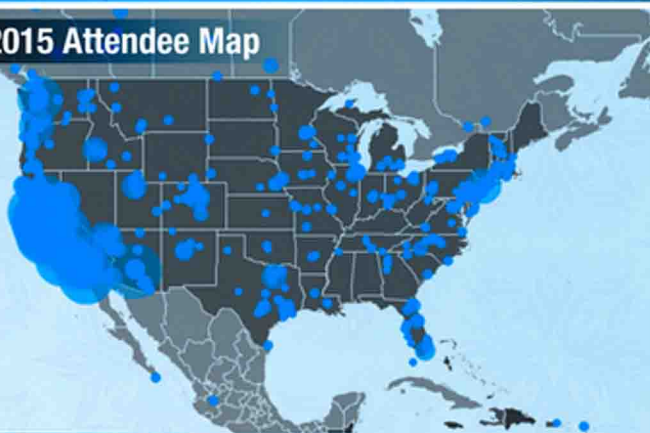




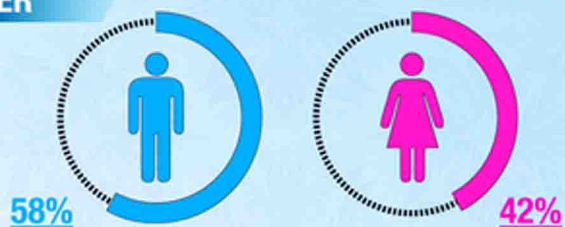
# California Roots

## Audience

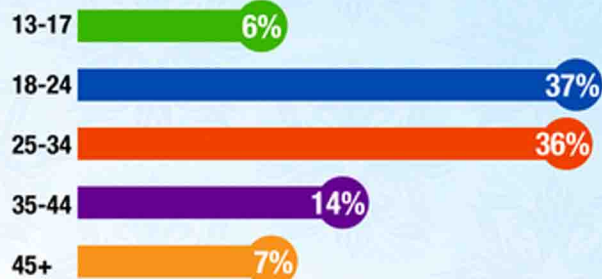
2015 Attendee Map



GENDER



AGE (Yrs)



[www.CaliforniaRootsFestival.com](http://www.CaliforniaRootsFestival.com)







## Additional Stats

### Attendance

- 12,000 daily attendees

### Website

- 670,490 unique page views
- 2:59 avg. time on page

### Youtube Channel

- 552,900 views
- 2,770 subscribers
- 47 videos uploaded

### Live Streaming

- 45,911 unique viewers
- 15,303 daily average
- Viewed in 50 states and 157 countries!

### Camping

- 2,300 campers per night  
(campgrounds off-site)





# GREEN FACTS

California Roots Music and Arts Festival is committed to a zero waste event.

Check out the California Roots 2015 sustainability report:



**5,560**

pounds of food waste

The Offset Project (TOP), assisted in diverting 5,560 pounds of food waste from back-of-house vendor areas and public eating areas.



**32**

bags of trash

Neighborhood litter sweeps brought 30 bags (32-gallon size) of recyclables, organics and trash in off the streets.



**138,347**

lbs of Carbon dioxide

Trip Zero registered transportation emissions from 108 event goers for a total of 138,347 lbs of Carbon dioxide offset by renewable energy or reforestation projects



**16.79**

tons of recyclables

Approximately 4.19 tons of recyclables were diverted from landfill while 12.6 tons went directly to landfill, setting overall diversion at 35.6 percent



## MINIMIZING WASTE

We strive to be a  
zero waste festival!





# WHY SPONSOR CALIFORNIA ROOTS FESTIVAL?

California Roots provides a unique marketing platform that connects your brands before, during and after the festival to past, present and future attendees.





# ROOTS SPONSORSHIP

- 5 SPOTS AVAILABLE

- Placement in/on all event promo material, web, social media and radio
- Custom Social media cross promotion campaign
- Opportunity to display products in VIP lounges
- (2) Banners throughout the venue (provided by sponsor)
- (3) Bowl Stage mentions per day
- (3) Cali Roots Stage mentions per day
- (3) Original Stage mentions per day
- (4) 3-day general passes
- (2) VIP admission passes

- Total Sponsorship Package: \$5000.00

**\$5,000**



# LEAF SPONSORSHIP

- 5 SPOTS AVAILABLE

- Placement in/on all event promo material, web, social media and radio
- (2) Banners throughout the venue (provided by sponsor).
- Premier sponsor logo on (2) official weekly email blasts to 20 thousand subscribers (logo will link to the website of your choice)
- 10 x 10 Info booth (no selling)
- Custom Social media cross promotion campaign
- Opportunity to display products in VIP lounges
- (3) Bowl Stage mentions per day
- (3) Cali Roots Stage mentions per day
- (3) Original Stage mentions per day
- (4) 3-day general passes
- (2) VIP admission passes

- Total Sponsorship Package: \$7000.00

**\$7,000**



# TREE SPONSORSHIP

- 5 SPOTS AVAILABLE

- Priority Placement in/on all event promo material, web, social media and radio
- (2) Banners throughout the venue (provided by sponsor)
- 10 x 20 vendor booth
- Premier sponsor logo on (6) official weekly email blasts to 25 thousand subscribers (logo will link to the website of your choice)
- Custom Social media cross promotion campaign
- Opportunity to display products in VIP lounges
- ¼ page ad in the festival official program
- (6) Bowl Stage mentions per day
- (6) Cali Roots Stage mentions per day
- (6) Original Stage mentions per day
- (6) 3-day general passes
- (5) VIP admission passes

**\$10,000**



# THE ORIGINAL STAGE SPONSORSHIP

- Rename The Original Stage after your company
- Provide your own branded backdrop promoting your company/brand
- Priority Placement in/on all event promo material, web, social media and radio
- (6) Banners throughout the venue (provided by sponsor)
- Premier sponsor logo on all official weekly email blasts to 32 thousand subscribers (logo will link to the website of your choice)
- 20 x 20 Sponsor booth near your stage
- Custom Social media cross promotion campaign
- Opportunity to display products in VIP lounges
- ½ page ad in official festival program
- (6) Bowl Stage mentions
- (6) Cali Roots Stage mentions
- (20) Original Stage mentions
- (10) 3-day general passes
- (10) VIP admission passes

**\$12,500**



# CALI ROOTS STAGE SPONSORSHIP

- Rename the Cali Roots Stage after your company
- Provide your own branded backdrop promoting your company/brand
- Priority Placement in/on all event promo material, web, social media and radio
- (6) Banners throughout the venue (provided by sponsor)
- Premier sponsor logo on all official weekly email blasts to 32 thousand subscribers (logo will link to the website of your choice)
- 20 x 20 Sponsor booth near your stage
- Custom social media cross promotion campaign
- Opportunity to display products in VIP lounges
- ½ page ad in official festival program
- (6) Bowl Stage mentions
- (20) Cali Roots Stage mentions
- (20) Original Stage mentions
- (10) 3-day general passes
- (20) VIP admission passes

**\$25,000**

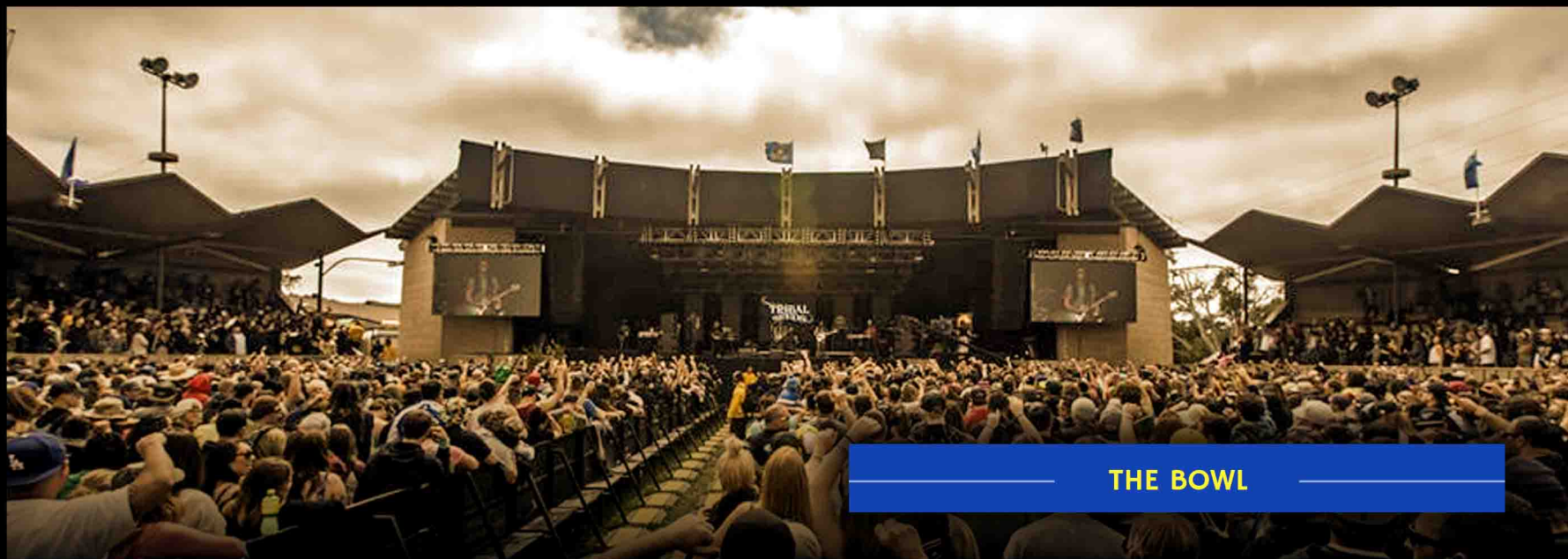




THE ORIGINAL STAGE



THE CALI ROOTS STAGE



THE BOWL





## Sponsorship Categories

- Second Stage
- Third Stage
- VIP Liquor + VIP Lounge  
(Liquor exclusivity available)
- Wine + Arts Lounge  
(Wine exclusivity available)
- Live Streaming
- Mobile App
- Wristbands (general admission)
- Ticket (online + hard copy)
- Internet Provider/  
Telecommunications
- Charging Station
- Lockers
- VIP/Artist Gift bag
- Shuttle  
(to/ from camping + offsite parking)
- Hotel
- Airline
- Rental Car
- Bike Valet
- RV + offsite Campgrounds
- Beverages (exclusivity available)
- Info Booth
- After Dark Lounge
- The Art Gallery

**Custom opportunities are available**



# LIVE STREAMING SPONSORSHIP

- 30,000+ people seeing your branding while viewing live streaming
- Placement in/on all event promo material, web, social media and radio
- (6) 10 second commercials per day on the live streaming (provided by sponsor)
- (6) Banners throughout the venue (provided by sponsor)
- Premier sponsor logo on (2) official weekly email blasts to 32 thousand subscribers (logo will link to the website of your choice)
- 10 x 10 Info booth (no selling)
- Company logo placed on official festival shirt
- (3) Bowl Stage mentions per day
- (3) Cali Roots Stage mentions per day
- (3) Original Stage mentions per day
- (10) 3-day general passes
- (6) VIP admission passes

**\$20,000**

# WINE PARTNERSHIP

Be the exclusive wine of the California Roots Music and Arts Festival

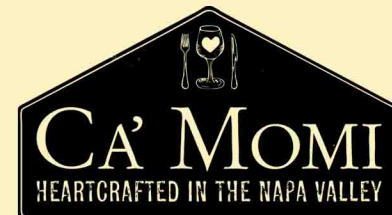


- 8-9 Bars throughout the venue
- Exclusive wine being poured in the event grounds including backstage, VIP, and the artist lounge
- Priority Placement in/on all event promo material, web, social media and radio
- Premier sponsor logo official email blasts twice a month to 25 thousand subscribers (logo will link to the website of your choice)
- Logo placement on California Roots Festival app (logo will link to the website of your choice)
- Top tier logo placement on website sponsor page
- Custom Social media cross promotion campaign
- Opportunity to see product in VIP lounges
- (10) Banners throughout the venue (provided by sponsor)
- 10 x 10 Vendor booth for wine education and merch sales
- VIP Tasting zone on each day of the festival (hours TBD)
- ½ Page ad in Official Festival program
- (6) Bowl Stage mentions
- (6) Cali Roots Stage mentions
- (6) Original Stage mentions
- (10) 3-day general passes
- (10) VIP admission passes

**\$15,000**



# PREVIOUS SPONSORS

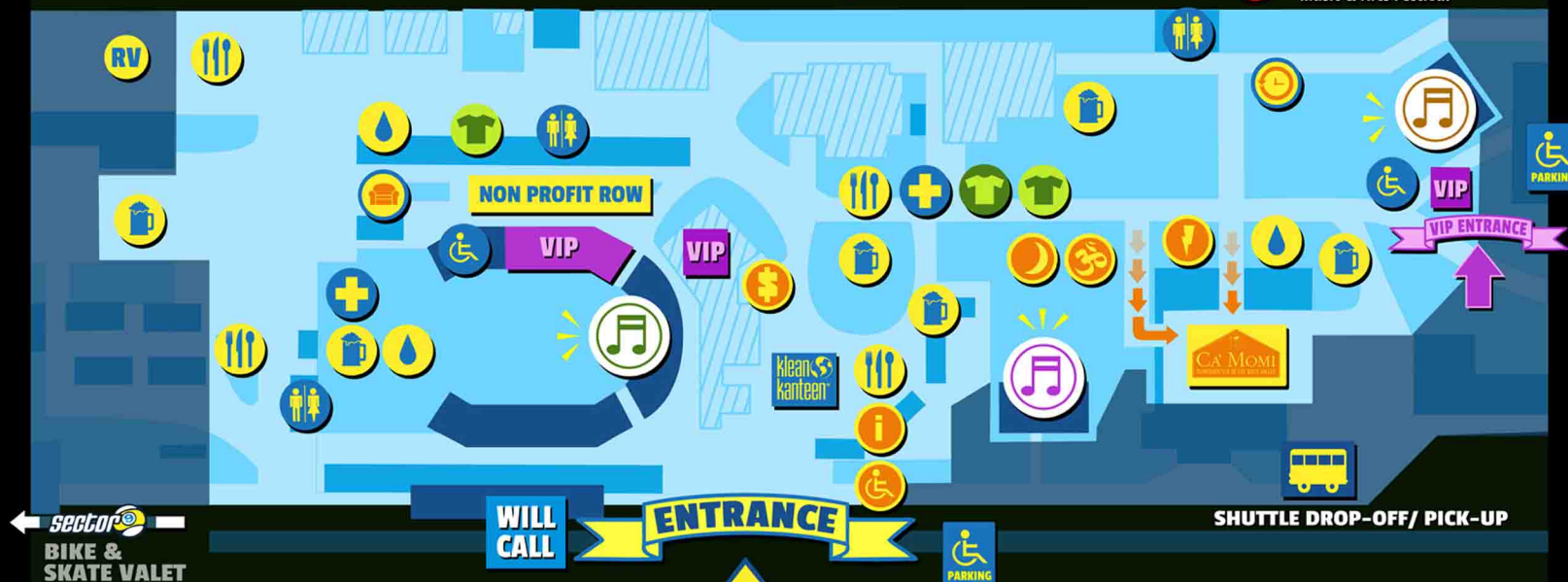


...AND MANY MORE!

# WELCOME TO

# California Roots

Music & Arts Festival



- THE BOWL STAGE
- CALI ROOTS STAGE
- ORIGINAL STAGE
- FESTIVAL STORE
- ARTIST MERCH STORE
- VIP ZONES

- FOOD
- BAR (BEER AND WINE)
- FREE WATER STATIONS
- RESTROOMS
- FIRST AID
- KLEAN KANTEN PINT BOOTH

- ADA ACCESS CENTER
- ADA VIEWING
- THE STASH LOUNGE
- WALK THROUGH HISTORY
- CA' MOMI ART AND WINE RETREAT  
LIVE STREAMING, FOOD, AND MORE

- YOGA Sat & Sun  
10:30 - 11:15am
- ALEX'S AFTER DARK LOUNGE  
8:15 - 11:00pm
- ATM
- INFORMATION
- CELL PHONE CHARGERS

## HIGHWAY 1

FACEBOOK CHECK-IN





— BE A PART OF THE MOVEMENT! —





For more information on these standard sponsorship and customizable packages, please contact us.

**Dan Sheehan**  
**[dan@californiarootspresents.com](mailto:dan@californiarootspresents.com)**

