

Sponsorship Opportunities



PEACEFEST is a one-day family-friendly, music and arts festival to unite our community, spark joy and infuse more positivity into the world.

This first annual event will feature performances by established and emerging artists, plenty of fun, hands-on activities, local cuisine, craft beverages, community partners, costume contests and creative arts.

When

International Day of Peace: Sunday September 21, 2025 11:00am - 8:00pm

Where

Carlsbad Strawberry Fields 1050 Cannon Rd, Carlsbad, CA 92008

Who

All ages are welcome!

Hosted by

PEACEFEST is brought to you by Kids for Peace, a global nonprofit based in Carlsbad, CA. What started as a backyard club of caring kids has now grown into a global peace and kindness movement of over 21 million youth spanning 135 countries.

With strong community trust and a history of hosting epic events, Kids for Peace is thrilled to present the first annual PEACEFEST.

Together, we will uplift, unite and inspire great joy!







Sponsorship Levels

Why Sponsor PEACEFEST?

- Showcase your brand to a diverse, family-oriented, community-focused audience.
- Align your brand with values of unity, kindness and positivity.
- Receive extensive promotional exposure through digital, print, and on-site branding.

Shine Bright Presenting Sponsor - \$15,000

1 available

- Exclusive "Presented by" naming rights prominently displayed on all platforms.
- Top-tier logo placement on all promotional materials (digital, print, and on-site signage).
- Featured in all press releases and media coverage.
- Dedicated recognition on PEACEFEST's website, with a clickable logo link to your website.
- Highlighted in pre-event social media campaigns and recognition during the event.
- Logo featured on the First Annual PEACEFEST Commemorative T-Shirt.
- Opportunity for a representative to deliver a brief message on stage.
- Special acknowledgment from the Executive Director during the live event.

Be Love Entertainment Sponsor - \$10,000

1 available

- Exclusive recognition as the official entertainment sponsor of PEACEFEST.
- Prominent logo placement on stage backdrop and all promotional materials.
- Logo featured in the event program and on PEACEFEST's website with a direct link to your site.
- Dedicated social media recognition pre-event and during the festival.
- Logo featured on the First Annual PEACEFEST Commemorative T-Shirt.
- On-site booth space for brand activation and audience engagement.
- Special acknowledgment by event hosts during main performances.

Drink Joy Spirits Sponsor - \$5,000

1 available

- Exclusive recognition as the official spirits sponsor of PEACEFEST.
- Prominent logo placement on all digital and print promotional materials.
- Dedicated branding and signage in the bar area, ensuring maximum visibility.
- Opportunity to feature branded specialty drinks (Peaceful cocktails).
- Logo featured on the First Annual PEACEFEST Commemorative T-Shirt.
- Recognition during the event by hosts and on social media.
- Option to provide branded giveaways for attendees.



Sponsorship Levels Cont'd

The PEACEFEST Band Jam Sponsor - \$3,500

SOLD OUT

- Exclusive sponsor of the grand prize for The PEACEFEST Band Jam winner.
- Prominent logo placement on all digital and print promotional materials.
- Recognition during the event, including special mentions during the band performances.
- Logo featured on the First Annual PEACEFEST Commemorative T-Shirt.
- Opportunity to present the prize to the winning band on stage.
- Option to provide branded giveaways to competing bands and attendees.

Make Peace Arts & Crafts Sponsor - \$2,500

SOLD OUT

- Exclusive branding in the vibrant Arts & Crafts area, with signage and promotional materials.
- Logo prominently displayed on all digital and print promotional materials.
- Recognition during the event, including shout-outs by event hosts.
- Logo featured on the First Annual PEACEFEST Commemorative T-Shirt.
- Opportunity to provide branded art supplies or creative giveaways to attendees.
- Option to host a small interactive craft activity featuring your brand.

Inner-Peace Tent Sponsor - \$2,000

1 available

- Exclusive recognition as the official sponsor of the Inner-Peace tent featuring yoga, sound healing, guided meditation and breath-work and mindfulness activities.
- Premium logo placement on digital, print, and on-site tent signage.
- Dedicated branding inside the tent, ensuring maximum visibility to guests.
- Logo featured on the First Annual PEACEFEST Commemorative T-Shirt.
- Opportunity to host guided activities.
- Recognition during the event, including special mentions from the main stage.
- Dedicated social media recognition pre-event and during the festival.
- Option to provide branded giveaways or promotional materials inside the tent.

Get Groovy Costume Contest Sponsor - \$1,500

SOLD OUT

- Exclusive recognition as the official sponsor of the Get Groovy Costume Contest.
- Logo placement on digital and print materials.
- Branded signage at the contest stage and during the award ceremony.
- Logo featured on the First Annual PEACEFEST Commemorative T-Shirt.
- Recognition during the event with special mentions by hosts during the contest.
- Opportunity to provide branded giveaways to contestants.
 - Option to have a representative present the contest prizes on stage.



Sponsorship Levels Cont'd



Be Kind Community Sponsor - \$1,000

8 available

- Recognition as a community supporter of PEACEFEST.
- Logo placement on all digital and print promotional materials.
- Inclusion in the event program and on PEACEFEST's website.
- Logo featured on the First Annual PEACEFEST Commemorative T-Shirt.
- Recognition during the event, including special on stage shout-outs.
- Opportunity to provide branded giveaways or promotional materials to attendees.

The Big Backer Band Sponsor-\$500

SOLD OUT

- Logo placement on digital and print materials associated with your sponsored band.
- Special recognition during the band's performance, including a shout-out from the stage.
- Logo featured on the First Annual PEACEFEST Commemorative T-Shirt.
- Social media recognition highlighting your support for local music.
- All \$500 will be given to the band to help offset the performance costs.

Heart & Hands Artisan Vendor - \$250

9 available

- Sell your unique products directly to a diverse, supportive audience.
- Showcase your creativity and craftsmanship at a family-friendly festival.
- Benefit from PEACEFEST's extensive promotion and foot traffic.

Vendor Benefits:

- Designated booth space 1 table + 2 chairs will be provided.
- Your business name featured in our event program and website.
- Logo featured on the First Annual PEACEFEST Commemorative T-Shirt.
- Opportunity to participate in on-site demonstrations or creative workshops.
- Social media spotlight highlighting our talented artisans.



For more information or questions, please contact Jill McManigal at jill@kidsforpeaceglobal.org or call 760.846.0608

