



Old Spanish Days Fiesta 2025



Sponsorship Prospectus

July 30-August 3, 2025
Santa Barbara, California

Join us for Santa Barbara's Premier Community Event

For Sponsorship and underwriting opportunities please contact:

Tony Miller 805-705-4007
El Segundo Vice Presidente
development@sbfiesta.org



Dear prospective sponsor,

On behalf of the board of directors of Old Spanish Days Fiesta, **I want to thank you for considering a generous sponsorship of Fiesta this year!**

Fiesta is Santa Barbara's largest celebration and one of the top cultural festivals in the United States. It is expected to attract more than 100,000 people this year as we celebrate 101 years. Dating back to the first Fiesta in 1924, the Old Spanish Days Volunteer Board of Directors has put on this annual five-day festival with the successful collaboration of the community including the city, County, countless other non-profit organizations, and most importantly, our Fiesta sponsors.

This year, the event will take place in various locations around the city July 30 through August 3, preceded by additional pre-Fiesta events starting in April. This celebration of community fondly looks back to a period when Santa Barbara was a remote rural area under the influence of Spanish, Mexican, American, and local Chumash Indian cultures. Fiesta celebrates a period of romance and hospitality through pageantry, dance, music, costume and cuisine.

As you review these sponsorship opportunities, please be as generous as you can. I look forward to celebrating 101 years of Fiesta with you.

Viva la Fiesta!

Fritz Olenberger
El Presidente 2025

Contact:
Tony Miller
El Segundo Vice Presidente
development@sbfiesta.org
805-705-4007



Why we need your support

The primary goal of our sponsorship program is to keep all our special events free to the public. These include La Fiesta Pequeña, Noches de Ronda, the Mercados, and the historical parade. Insurance coverage, equipment rental, venue costs, city fees, and more all need to be paid. To keep these events free to the public, we actively seek financial support from individuals, businesses, and foundations.

We generate revenue from official Old Spanish Days parties like the annual La Primavera, Fiesta Ranchera and DIGs, auctions and merchandise sales. An additional 7% comes from the City of Santa Barbara Promotional Funds. Sponsorships, grants, and fundraising make up the rest of Fiesta's operating budget. **Only with the support of community sponsorship can Old Spanish Days Fiesta take place year after year.**



Important Economic Impacts

Old Spanish Days Sponsors are prominently recognized before, during and after Fiesta and are a critical part of the success of the event each year. By attracting thousands of visitors from both nearby and around the world, Fiesta has a positive economic influence on local businesses, organizations and the community as a whole. Below are some interesting facts about the economic impact of Fiesta.

- Fiesta adds additional ~5-8% occupancy to local hotels, totaling hundreds of thousands of dollars
- Local restaurants benefit with increased revenues during the week of Fiesta. And increased retail sales contribute thousands of dollars to the city through sales tax.
- Tens of thousands of local residents attend Fiesta events.
- Visitors who come for Fiesta are left with a positive impression of our beautiful city and its unique history. Statistics show they are likely to return to Santa Barbara within 14 months of their stay.
- Publicity and advertising of Fiesta is distributed nationwide to promote Santa Barbara, enhancing year-round tourism activity.
- Fiesta is the largest fundraiser for many local non-profit organizations. Their fundraising income is raised through their participation in the Fiesta Mercados (marketplaces). There is a significant financial impact on the community through these social service groups.

Old Spanish Days Fiesta Events

The following pages provide details about the wonderful events that Old Spanish Days Fiesta is known for. If you'd like to jump to the sponsorship opportunities, please scroll down to page 11.

Fiesta consists of five days of multiple events and activities scheduled from July 30 through August 3, 2025. Several pre-events also occur throughout the year. We cordially invite your sponsorship and active involvement in the following events.

2025 Pre-Fiesta Events

There are several events leading up to the week of Fiesta to help kick off the celebration. Join us in celebrating at any of these pre-fiesta events.



Spirit of Fiesta Audition *Saturday, April 12, 2025*

Santa Barbara has many local dance schools that instruct students in the multi-cultural dances of Spain, Mexico and early California. Young performers dedicate countless hours preparing for this annual event and for the honor to represent Old Spanish Days as the "Spirit of Fiesta" and the "Junior Spirit of Fiesta." This colorful and exciting event held at the historic Lobero Theater, which is also celebrating their centennial, is a highlight every year. *Sponsorship of this event is available for your consideration.*



Old Spanish Days Fiesta Events

2025 Pre-Fiesta Events (continued)

Important Fiesta Fundraisers



La Primavera Saturday, May 17, 2025

The annual La Primavera celebration dates back to 1919, when a group of local citizens met and organized the La Primavera Association to "perpetuate through a spring festival the memory of the early Spanish and pioneer days of California". And so began the longstanding tradition of hosting a Springtime party in Santa Barbara. This event is one of the most important fundraisers of the year.

Sponsorship of this event is available for your consideration.

Fiesta Ranchera Thursday, July 19, 2025

Created in 2008, this collaborative event with Goleta Valley Historical Society and Fiesta is a party not to be missed. With strong support from the City of Goleta and local business, this celebration brings over 800 guests out to the historical Rancho La Patera & Stow House for an evening of fabulous food from local restaurants and consistently garners strong press coverage. Guests to the enchanting evening will be treated to performances by the 2025 Spirit and Junior Spirit, live entertainment, and dancing under the stars.

Sponsorship of this event is available for your consideration.



Old Spanish Days Fiesta Events

Important Fiesta Fundraisers (cont.)



La Recepción del Presidente Sunday, July 27, 2025

Every year, the La Recepción del Presidente unofficially kicks off Fiesta week. A wonderful evening to enjoy, this event is traditionally highly attended by Past Presidents and the extended Fiesta family. With guests in their finest Fiesta attire, the evening includes a tasty Mexican buffet, entertainment by talented artists including the Spirit and Jr. Spirit, and concluding the evening with dancing. This historic event is covered extensively by the press.

Sponsorship of this event is available for your consideration.

Celebración de los Dignatarios (DIGS)

Thursday, July 31, 2025

Santa Barbara's wildest and most talked about party happens just once a year at the Santa Barbara Zoo. More than 1,200 guests experience culinary delights and a wide variety of beverages while enjoying a stunning sunset over the Pacific from the gardens of the Santa Barbara Zoo.

Come hungry!

Food from the Central Coast's finest eateries is included in the price of the ticket, as are all beverages. This collaborative event between Santa Barbara Zoo and Old Spanish Days remains one of the most attended Fiesta events. *Sponsorship of this event is available for your consideration.*



Old Spanish Days Fiesta Events

2025 Pre-Fiesta Events (continued)



Fiesta Fashion Sale TBD

A fabulous opportunity to find Fiesta attire, this annual event is held at the Carriage and Western Art Museum during the Fiesta pre-season.



Los Niños de las Flores Garden Party

Saturday, July 27, 2025

This is the annual event where the Old Spanish Days board has the opportunity to acknowledge its youngest volunteers – Los Niños de las Flores. The program consists of entertainment by local dance studios, the Spirits, and acknowledgments from the Mayor, El Presidente and other Old Spanish Days officers and concludes with each Flower Girl or Jovencito taking the stage to present El Presidente with a flower and in turn, receive their official Los Niños de las Flores pin. *Sponsorship of this event is available for your consideration.*



Old Spanish Days Fiesta Events

2025 Official Fiesta Events – July 30 to August 3

SINGLE DAY EVENTS



La Fiesta Pequeña Wednesday, July 30, 2025

As the August sun slowly sets behind the "Queen of the Missions," experience the Franciscan's hospitality as they welcome all to enjoy the official opening of Old Spanish Days Fiesta at this beautiful setting as they have since 1927. La Fiesta Pequeña "Little Fiesta" is a colorful, historical program which includes traditional songs and dance from Californios, Flamenco, Spanish Classical and Mexican folklorico, an appearance from Saint Barbara, and a special performance from the 2025 Spirit. This KEYT televised event attracts thousands of local spectators and is free to the public.

Sponsorship of this event is available for your consideration.

La Misa del Presidente Thursday, July 31, 2025

La Misa is held in honor of El Presidente and the Old Spanish Days Board and takes place the morning of the second day of Fiesta. The Saint Barbara Parish invites all to enjoy a non-denominational Mass in the main church of Old Mission Santa Barbara. La Misa celebrates both the long-standing relationship between the Old Mission and Old Spanish Days, and the entire Fiesta community.



Old Spanish Days Fiesta Events

SINGLE DAY EVENTS (continued)



El Desfile Histórico Friday, August 1, 2025
"The Historical Parade" takes place on Friday afternoon and is one of the nation's largest equestrian parades, featuring more than 600 horses, as well as many antique carriages, coaches and wagons. It is unique to Santa Barbara and features floats depicting episodes from the history of the state and city. Descendants of local Native Americans, Spanish Pioneers, the Native Sons and Daughters of the Golden West, and local service clubs and organizations all reenact historical scenes on their beautiful and unique floats. *Sponsorship of this event is available for your consideration.*

Horseman's Rendezvous Friday, August 1, 2025

This private party immediately follows the parade on Friday afternoon. Get a close-up view of the decorated parade carriages and enjoy a great western-style party for our El Desfile Histórico participants. The rendezvous takes place at the Carriage and Western Art Museum on lower Castillo Street. Attendance is by invitation only and includes parade participants, sponsors, Old Spanish Days Directors and Past Presidents. *Sponsorship of this event is available for your consideration.*



Flor y Canto Friday, Aug. 1, 2025

A unique opportunity to see the Spanish California dances of the 19th century interwoven with historic narration. The musical numbers are accompanied by acoustic instruments and are performed in authentic period costumes. Bring a picnic to the Courthouse Sunken Garden and step back in time. *Sponsorship of this event is available for your consideration.*

Old Spanish Days Fiesta Events



Tardes de Ronda Saturday, Aug. 2, 2025

Held in the historical Sunken Gardens on Saturday afternoon, the always highly-attended "*Afternoon of Gaiety*" features the talents of performers under the age of sixteen. Admission is free to the public, with on-stage seating available for sponsors. *Sponsorship of this event is available for your consideration.*

MULTIPLE DAY EVENTS

El Mercado De La Guerra July 30-Aug. 2, 2025

Stroll through the colorful Fiesta market in De La Guerra Plaza to feast on Spanish and Mexican-American foods, shop for crafts and souvenirs, and enjoy live entertainment all day into the evening. Numerous local non-profit groups serve up a wide variety of food and beverages. *Sponsorship of this event is available for your consideration.*



Fiesta Arts & Crafts Show Aug 2 - Aug.3, 2025

Stroll along the beautiful beachfront on Cabrillo Boulevard just West of Stearns Wharf and browse for handmade treasures created by local artisans.

MULTIPLE DAY EVENTS (continued)



Las Noches de Ronda July 31-Aug. 2, 2025

“Nights of Gaiety,” held in the famous Sunken Gardens of the beautiful Santa Barbara County Courthouse, draws as many as 4,000 spectators each night. The evening performances feature spectacular dances and songs from the fire of flamenco to the charm of Mexican folklorico dances. More than 200 performers entertain nightly and donate their time to this wonderful free event. *Sponsorship of this event is available for your consideration.*

Stock Horse Show and Rodeo July 31- Aug. 3, 2025

It’s a colorful tribute to America’s first cowboys – Los Vaqueros. Catch all the action at Earl Warren Showgrounds on Las Positas and Calle Real off Highway 101. Riding and roping contests date back to the 1800’s in California, and the Rodeo dates back to the very first Fiesta 101 years ago. For more information, visit www.sbfistarodeo.org. *Sponsorship of this event is available for your consideration.*



Fiesta Sponsorships & Benefits

Here you will find the various sponsorship opportunities for your consideration.

Old Spanish Days in Santa Barbara, Inc. is a 501(c)3 non-profit corporation dedicated to honoring and preserving Santa Barbara's history, spirit, culture, heritage, and traditions. Tax ID # 95-1541669.

Diamond Sponsor

Minimum cash donation of \$50,000

Platinum Sponsor

Minimum cash donation of \$25,000

Titanium Sponsor

Minimum cash donation of \$17,500

Gold Sponsor

Minimum cash donation of \$12,500

Silver Sponsor

Minimum cash donation of \$5,500

Bronze Sponsor

Minimum cash donation of \$2,500

In consideration of a cash or in-kind contribution, Old Spanish Days agrees to recognize Sponsors of Santa Barbara's Old Spanish Days Fiesta 2025 (July 30-August 3, 2025). Sponsors will receive corporate branding for a to-be-determined venue.

In return for payment of the above-referenced contribution, Old Spanish Days agrees to provide the following Sponsor benefits:

- Fiesta Sponsor Recognition on the sbfiesta.com web page June 2025 – October 2025
- Sponsor Logo or listing in 2025 Official Fiesta Brochure
- Official 2025 Fiesta Poster, framed and signed by El Presidente 2025 Fritz Olenberger
- Leather badge(s) identifying your level of sponsorship for the 101st Year
- Recognition on official event invitations (deadlines apply): La Primavera, Fiesta Ranchera, Los Niños de las Flores Garden Party, Recepción del Presidente, La Fiesta Pequeña and DIGS
- Venue recognition, banner placement and exclusive mentions at events

Fiesta Sponsorships & Benefits Continued

Cash sponsors will also receive a value of 10% of their sponsorship amount towards any combination of tickets to any of the following events (all ticket requests and purchases must be completed at least two weeks prior to the event to guarantee availability):

- Spirit Auditions
- La Primavera
- Fiesta Ranchera
- La Recepción del Presidente
- La Fiesta Pequeña
- Las Noches de Ronda
- DIGS
- Reserved seating at Parade
- Horseman's Rendezvous
- Fiesta Stock Show and Rodeo - 4 tickets max on request (Must be reserved by June 1, 2025)



Sponsors may publicize their sponsorship affiliation, but may not use the Old Spanish Days logo, poster, or other artwork without express permission from Old Spanish Days.

The agreement is to begin upon the signing of the contract and payment is due in full (net 30 prior to June 1, 2025). Contracts are not binding without payment.

Contact:

Tony Miller
El Segundo Vice Presidente
development@sbfiesta.org
805-705-4007

Special Thanks to our 2024 Sponsors

Exclusively for the 100th Anniversary of Fiesta, we invite 100 community members to participate in the **100 Years of Fiesta Society**. This exclusive membership is limited to the first 100 people who donate \$1,000 to help offset the costs of special 100 Year activities.

Please join us as a member of this exclusive society to celebrate this historic community milestone! As part of Fiesta's 100th anniversary, Old Spanish Days is offering an opportunity to join the exclusive 100 Years of Fiesta Society.

In recognition of this unique membership, 100 Years of Fiesta Society members will receive a limited-edition lapel pin and leather badge and will be acknowledged on the sbfiesta.org website. Members will also be invited to a private reception exclusively for Sponsors and Society members.



This .75 inch limited edition 100th Anniversary label pin will only be given to "100 Years of Fiesta Society" Members. Sure to be a collector's item!

Membership can be recognized as one person, a couple, a family or a business. However, only one limited edition pin and badge per membership.

Please contact Tony Miller at development@sbfiesta.org to join the 100 Years of Fiesta Society.



Special Thanks to our 2024 Sponsors



Special thanks to the city and county of Santa Barbara and the Old Mission Santa Barbara for their generous support of Old Spanish Days since 1924.



Fiesta Sponsors

PLATINUM



the WOOD-CLAEYSSENS
foundation



GOLD



SILVER



BRONZE



The History of Fiesta



"It is impossible to stage a fiesta here unless the people of the community have the spirit of the Fiesta themselves. The Spirit of the Fiesta is not a tangible thing to be dug out of a chest and exhibited for five days every year. The Fiesta spirit is a latent force which springs to life during the celebration, giving the city a joyous and festive appearance in which the legacy of the past is brought again to light."

Sam Stanwood, El Presidente, 1927 - 1947

Old Spanish Days Fiesta began in 1924 to fulfill the desire of residents to preserve history and culture, as well as to accomplish economic goals of the community through increasing tourism in Santa Barbara. This year we celebrate the 101st Anniversary of that very first Fiesta.

In the early 1920's three separate community groups were each developing unique ideas for a special event to serve a singular need for their organization. The arts community was looking forward to planning a grand party celebrating the opening of the new Lobero Theatre after successful reconstruction. The "locals" (resident families who had settled several generations ago) wanted to do something to preserve and perpetuate the old traditions, specifically the music, dancing, songs and costumes of California's "Spanish Days" celebrating the past century. The business community was proposing the idea of a festival or special event that might attract visitors to Santa Barbara during its "off-season" in the summer months.

Time and opportunity brought all three groups together for a combined effort - the result was OLD SPANISH DAYS FIESTA. The event, which took place in August, called for community-wide involvement to celebrate the customs and traditions of the city's heritage from Spain, Mexico, and American Indian cultures. People were encouraged to dress in cultural regalia and celebrate with folk songs, music and dances throughout Santa Barbara. One hundred and one years later, there are 19 official Old Spanish Days events and activities in 14 venues city-wide.

Fiesta Today

Old Spanish Days in Santa Barbara, Inc. is a 501(c)3 non-profit organization dedicated to honoring and preserving Santa Barbara's history, spirit, culture, heritage, and traditions. This 101-year-old tradition is unique among festivals in that it is run by a volunteer Board of Directors and supported by only one full-time staff member. The Board of Directors annually elects an "El Presidente" who not only presides over the Board, but also serves as an ambassador of goodwill to residents and visitors alike, as well as a "Primer Vice Presidente" to oversee the operations of the organization and a "Segundo Vice Presidente" to raise the significant funds and awareness that allows the historical community-wide event to continue.

Old Spanish Days Fiesta is not only a unique forum for the cultural expression of diversity, but it also serves as a vehicle for the non-profit and community service groups to raise funds for local charities and social service organizations. The event annually draws thousands of visitors from around the world who contribute substantially to the local economy. Old Spanish Days Fiesta has grown in stature and reputation over the past 100 years and has been noted as one of the five best regional festivals in the United States.

Be a part of Fiesta! We can't wait to hear from you!

Please contact:

Tony Miller
El Segundo Vice Presidente
development@sbfiesta.org
805-705-4007



Old Spanish Days in Santa Barbara, Inc.
P.O. Box 21557 | Santa Barbara, CA 93121-1557 (805)
962-8101 Phone | (805) 962-9943 Fax | www.sbfiesta.org

Vintage photos courtesy of: Santa Barbara Historical Museum. All other photos by Fritz Olenberger.

Nonprofit Community Service

From its inception in 1924, Fiesta has generated community-wide support. For years the five-day festival has been sustained by the overwhelming participation of a large number of community organizations. Old Spanish Days seeks to incorporate all sectors of the community in this endeavor, giving service groups substantial fundraising opportunities that provide a major portion of their annual income. Combined, the nonprofit groups have raised more than \$100,000, that funnel directly into human and social services for Santa Barbara. This has a tremendous positive impact on the community.

Listed here are some of the Non-Profit Organizations that participated in Fiesta in recent years:

Apostolic Assembly Church	Santa Barbara Jaycees
Boy Scout Troop #1	Santa Barbara Masons
CA Department of Pesticides	Santa Barbara Rugby Association
CALM	Santa Barbara Semana Nautica Association
Calvary Chapel of Santa Barbara	Santa Barbara Surfrider Foundation
Club Social Santa Rita	SBHS Band Boosters
Dos Pueblos High School	SBHS Basketball
Hispanic Chamber of Commerce	SBHS Cheer Boosters
Holy Cross Parish	SBHS Don Riders
Knight's of Columbus Council #5300	SBHS Don Wrestling
Knight's of Columbus Council #1684	SBHS Drum line
La Casa De la Raza	Sister Cities Committee
Native Daughters of the Golden West	South Coast Community Youth Cultural Center
Notre Dame School	Special Olympics
Santa Barbara Casa	UCSB Men's Soccer
Santa Barbara Commercial Fisherman	United Latin American Pentecostal Church
Santa Barbara Elks	Vietnam Veterans of America
Santa Barbara Firefighters	Wounded Warrior Project
Santa Barbara Historical Museum	yStrive for Youth



Since 1924



The Old Spanish Days Board of Directors, as of October 1st 2024, represents a broad cross-section of the community and is responsible for planning and producing over a dozen major events during the week of Fiesta, several fundraising events leading up to the week, and organizing more than 700 volunteers, participants, and performers.

Executive Committee

Fritz Olenberger, *El Presidente*
Colin Hayward, *El Primer Vice Presidente*
Tony Miller, *El Segundo Vice Presidente*
Casie Killgore, *La Secretaria*
Denise Sanford, *La Tesorera*

Division Chiefs

Christopher Gusman, *Celebrations*
Melissa Robledo Pulido, *Dance and Entertainment*
David Bolton, *External Relations and History*
Sean Malis, *Mercados/Marketplaces*
Casie Killgore, *Pageantry*
Brian Schwabacher, *El Presidente Anterior*

Directors

Jana Atherton, Sarah Brewer, Kristina Cabral, Andrea Caplan, Stephanie Coghlan, Elva Cosio, Chris Cyr, Angelique Davis, Janice Howell, Tere Jurado, Judith McCaffrey, Thea Palencia, Marge Romero, John Stephens, Brandon Vallin, Donna Weidl, Isis Wills -Saltzman, Greg Wilson

Past President Directors

Roger Aceves, David Bolton, Scott Burns, Maria Cabrera, Barbara Carroll, Rudy Castillo Sr, Mike Danley, Erik Davis, Joanne Furnari, Christie Gallagher, JC Gordon, Rhonda Henderson, Josiah Jenkins, Michael Mendoza, Stephanie Petlow, Denise Sanford, Brian Schwabecher, Tim Taylor

Associates

Laura Abrignani, Alan Acosta, Boris Alves, Whitney Ater, Lucy Diaz, Michael Easbey, Malisa Harrison, Luis Ibarra, Julie Luera, Leslie Lund, Shannon McGraw, Hugh Montgomery IV, David Moorman, Melissa Morelos Alejandro Navarro, Michiel Roach, Erika Ronchietto, Nataly Sarabia, Jenna Verbryke

Contact:

Tony Miller
El Segundo Vice Presidente
development@sbfiesta.org
805-705-4007



Old Spanish Days Fiesta
P.O. Box 21557 Santa Barbara
CA 93121-1557
www.sbfiesta.org