

Bear Roots Festival

AUG. 8, 9, 10

2025 SPONSORSHIP GUIDE



EVENT OVERVIEW:

Bear Roots Festival is a three-day music, arts, and community gathering.

Taking place on August 8 through 10, 2025, 10 a.m. to 10 p.m. The festival celebrates music, art, nature, and sustainability, bringing together an estimated 2,000-3,000 attendees from across Southern California and beyond.

With live music spanning multiple genres, immersive art experiences, workshops, and family-friendly activities, Bear Roots Festival is an event that fosters connection, creativity, and local culture.

Venue

Our venue is the scenic Meadow Park at 41220 Park Ave. Big Bear Lake, CA 92315 Located just miles from Big Bear Lake, this venue is the perfect place for our guests to gather, dance in the forest under the stars.

We will have a beer garden, gourmet food vendors, artisan crafts, art gallery, kids activities and of course LIVE MUSIC.



Music

We will have two stages of sound on opposite ends of the festival. Our MainStage will feature Blue-Grass, Americana, Folk, Acoustic, Indie Rock, Psychedelic Rock, Reggae and HipHop.

Our second stage will be all electronic music featuring House, Techno, Trance and Drum & Bass.

We are at an outdoor venue, with an intimate 25' stage and full sound/sound engineer and lighting. We are looking at people so not too crazy big and hoping to grow. We will be doing monthly shows at smaller venues from Santa Monica, Mt Baldy, Lake Arrowhead, Lake Gregory and Big Bear Lake. We are targeting the outdoor audience all over California.



Saxyfone is the stage name of Filiberto Quintero, a dynamic saxophonist based in Perris, California. With over two decades of experience, Filiberto brings vibrant energy and soulful melodies to events across Southern California and beyond.



The Honey Buckets are a high-energy bluegrass band from Rancho Cucamonga, California. Raised on heavy metal and the smoggy backdrop of Southern California, The Honey Buckets infuse their bluegrass sound with a unique edge.

MAIN STAGE

Friday

Sugar Candy Mountain 9:00-10 p.m.
Strawberry Fuzz 7:30-8:30 p.m.
Wavy Trees 6:00-7:00 p.m.
The Blank Tapes 4:30-5:30 p.m.
Honeybuckets 3:00-4:00 p.m.

Saturday

WaterTower 7:30-8:30 p.m.
Guesthouse 6:00-7:00 p.m.
Warhorse Poland Bros 4:30-5:30 p.m.
Lizzy Passion 3:00-4:00 p.m.
Ali Mills & Co 1:30-2:30 p.m.
Jonny Roundhouse 12:00pm-1:00 p.m.
Darwin Lorde 10:30-11:30 p.m.

Sunday

The Brothers Reed 9:00-10:00 p.m.
The Remedy 7:30-8:30 p.m.
Cubensis 5:30-7:00 p.m.
Remedy Tower 4:00-5:00 p.m.
The Neighborhood Kids 2:30-3:30 p.m.
Mikey Reyes 1:00-2:00 p.m.
Shine Light 11:30 a.m. -12:30 p.m.
Eddie Steven's & the Decades 10:00 a.m.-11 a.m.

Secret Stage

The Riverside Folk/Watertower
21+ SpeakEasy with whiskey and wine bar and
Charcuterie plate.



Water Tower is a high-energy Americana band hailing from Los Angeles, known for their electrifying blend of punk spirit and bluegrass roots. With driving banjos, heartfelt harmonies, and an infectious live presence, they've carved out a cult following from dive bars to festival stages across the country. Mixing traditional string band vibes with a raw DIY ethos, Water Tower channels the soul of old-time music through a modern, rebellious lens—like if Bill Monroe jammed with The Ramones. Whether busking on the street or rocking out under the lights, Water Tower is always chasing the joy of pure, unfiltered sound.

"Water Tower is this wonderful band that is made up of "the lost boys"... its like a soup kitchen for those in need of belonging and family who have been through some of the experiences they have over come" -Grand Ole Country Bunker



The Riverside Folk Band

The Riverside originated in Southern California where founding member, Jacob Jeanson (songwriter & guitarist), was attending Westmont College in 2012. In his senior year, the band formed in hopes of winning Santa Barbara's battle of the bands. As an energetic and engaging folk band with foot-stomping musical companions, the group was able to win the competition and release their first album with the winnings.

In the following years, Jake would go on to grow in tasteful and intentional songwriting; a nostalgic yet refreshing charm that leads listeners across a grand frontier of warm and beautiful scenery. In the process, he met his now long-time best friends and bandmates Kristen Posey (KP) and Chase Fierro, whose talent and charm make The Riverside what it is today.

SuperTallPaul

SuperTallPaul is a one-of-a-kind performer known for his towering presence—both literally and artistically—in the Southern California music and festival scenes.

Standing over seven feet tall, he's an unforgettable figure who blends musical talent, comedy, and circus arts into a high-energy, genre-defying act.

A master of the loop station, SuperTallPaul builds intricate layers of sound live on stage using beatboxing, vocals, ukulele, and an array of instruments, creating a full-band experience from a solo performer.

His shows are equal parts concert, comedy, and spontaneous spectacle, making him a favorite at events like Burning Man, Lucidity, and Lightning in a Bottle.



SuperTallPaul is a one-man musical circus and variety performer known for his high-energy shows that blend comedy, looping, beatboxing, and live instrumentation.

Art and Workshops

We will have an art gallery featuring Glassblowing artists showcasing their work and blowing glass live for guests to watch.

Tattoo artists working live.

Live painting and a gallery for artwork of some amazing artists.

Woodworking and wood sculpture live, making bears and other animals from logs.

Silversmiths and jewelry makers selling jewelry, crafting goods live and much more.

Artisan craft vendors

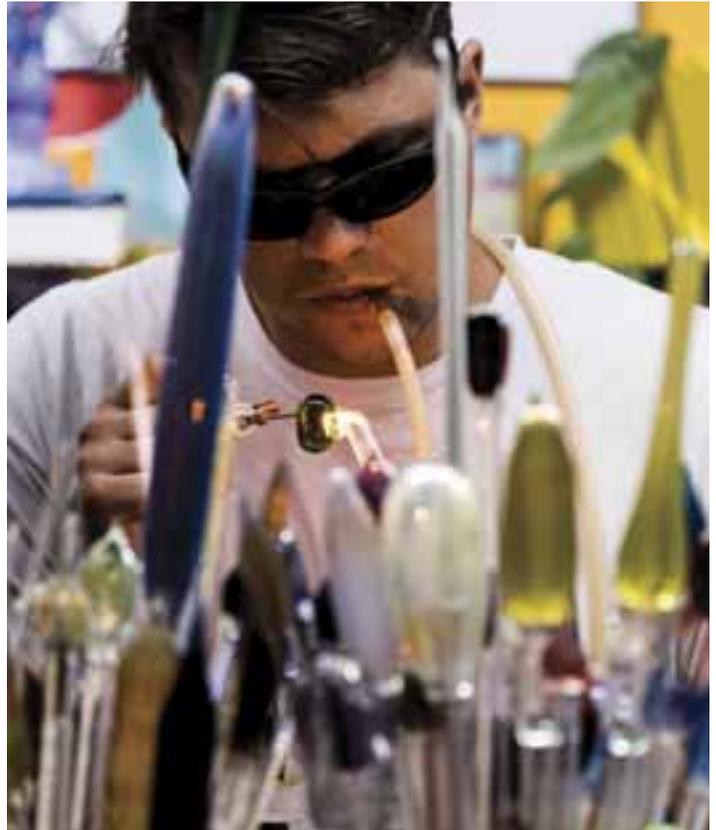
- Artist Gallery and live art from local artists
- Chainsaw carving
- Overland and Off-road Exhibits
- Clothing merchants
- Merchandise Village
- Handmade leather goods and jewelry
- Tattoo artist showcase and live tattoo
- Glass blowing showcase and live blowing

Workshops

- Slack line workshop
- Bluegrass workshop
- Daily Yoga and Sound Bath
- Foraging and Survival workshops



Joey Catalano creates sacred spaces for meditation, healing, and wellness. These spaces are conducive to inner peace and balance



Max Kropczynski of Mak Glass is based in San Diego and creates beautiful art glass. He shares his passion for this art-form by hosting and classes in Flameworking.



Ray Corona is a talented and accomplished Tattoo Artist who works at Inflictions Body Art in Covina, Ca. He will have a Tattoo Showcase and live tattooing installation at Bear Roots Festival

Family

We wanted to keep this event all ages and family oriented.

Our first task was to make sure there is plenty of path lighting, information/Emergency Medical Service/ first aid booths, parking attendants, security and bathrooms around the festival grounds.

We also offer a rock wall climbing, carnival games, a Firetribe Lightshow, a Slackline workshops, and more to make this a memorable experience for the whole family.

Sacred Spaces provided by Joey Catalano. After hours and Family Bass Music camp Art Gallery, Meditation, Healing, and wellness.

Food

BBQ
Empanadas
Pretzels
Pizza
Tacos and Burritos
Burgers and Dogs
Vegetarian Vendors
Breakfast Nook
Coffee bar and patio

Drinks

Beer Garden with multiple breweries
Hard Kombucha
Wine
Kombucha
Yerba Mate
Iced Tea
Hibiscus
Spring water



WHY SPONSOR THE BEAR ROOTS FESTIVAL?

What's in it for you?

Sponsoring Bear Roots Festival provides a unique opportunity to align your brand with a vibrant, engaged audience passionate about music, community, and outdoor recreation. With the festival's prime location near Big Bear Lake, a major outdoor destination, your company will benefit from exposure to locals, tourists, and a demographic that values sustainability, adventure, and high-quality experiences.

Sponsorship Benefits

Brand Visibility:

- Your logo on all event marketing materials (posters, flyers, social media, and festival website)
- Inclusion in event signage and banners placed throughout the festival grounds
- Branding opportunities on stage backdrops, wristbands, staff apparel, and merchandise

Engagement & Activation:

- Booth space at the festival for direct customer interaction, giveaways, and promotions
- Option to sponsor workshops, VIP lounges, or experiential activations
- Direct engagement through announcements and social media shout-outs to thousands of festival-goers

Media Exposure:

- Inclusion in press releases, blogs, and influencer promotions
- Featured in festival email newsletters sent to thousands of subscribers
- Opportunities for radio, TV, and podcast mentions

SPONSORSHIP TIERS AND INVESTMENT

Presenting Sponsor – \$25,000

- Exclusive "Presented by [Your Brand]" title on all festival branding
- Prime booth space and activation opportunities
- Stage naming rights for the Main Stage
- VIP hospitality package and guest passes
- Social media campaign collaboration

Gold Sponsor – \$15,000

- Premium logo placement on promotional materials
- Booth space for brand activations
- Logo featured on festival stages and signage
- VIP passes and hospitality benefits
- Mention in press releases and marketing campaigns

Silver Sponsor – \$7,500

- Logo featured on festival website and marketing materials
- Booth space for product showcase or activations
- On-site signage and banner placement
- Social media and newsletter recognition



CUSTOM SPONSORSHIP OPPORTUNITIES

Community Sponsor – \$2,500

- Logo featured on festival website and select promotions
- Opportunity to sponsor a specific experience (yoga, sustainability workshop, etc.)
- Vendor booth at the festival
- Social media mention

Our Audience & Reach

- 2,000-3,000 attendees expected over three days
- Eco-conscious, outdoor enthusiasts, music lovers, and families
- Regional and national marketing campaign (social media, digital ads, influencer partnerships)
- Strategic partnerships with local businesses, tourism boards, and media outlets



Join Us in Creating Something Special

Bear Roots Festival is more than just an event; it's a movement celebrating music, art, and community in a stunning natural setting. By partnering with us, you're not only reaching a dedicated audience, but you're also supporting a local, independent festival dedicated to sustainability, creativity, and connection.

Let's discuss how we can tailor a sponsorship package to fit your brand's goals!

Contact us at:

bearrootsfestivalbb@gmail.com to learn more and secure your spot as a Bear Roots Festival sponsor.