



FAMILY



FOOD



FUN

SPONSORSHIP KIT



SINCE 1973,

THE ORANGE INTERNATIONAL STREET FAIR (OISF)

HAS BEEN BRIDGING THE FINANCIAL GAP FOR

LOCAL NON-PROFIT ORGANIZATIONS. OISF IS A

MULTI-CULTURAL FAMILY EVENT WITH AN

AVERAGE ATTENDANCE OF 400,000 DURING

THE 3-DAY EVENT.



OISF'S HISTORY:

PROLOGUE

From the first Street Fair held in 1910 to its revival in 1973, this event has proven itself to be one of the most successful annual events in Southern California.

The modern day event is produced by Orange International Street Fair, Inc. (OISF) a 501c4 certified non-profit corporation whose sole purpose is to produce the OISF event. OISF is solely responsible for all financial and planning aspects. OISF receives no financial support from the City of Orange and are responsible for financial reimbursement to the City for services utilized in support of the event.

History: The Orange International Street Fair's roots can be traced back to the original Street Fair held September of 1910. A published account estimated the attendance as between 4,000 to 5,000 each day. The Street Fair featured Agriculture, Horticultural and Poultry exhibits, 8 side shows and a balloon ride. The event cost about \$5,000 to produce and was deemed a great success.

1973: Mayor Jess Perez was gathering ideas for the centennial celebration of the City Of Orange's founding.

While looking through old records and photographs, he found early pictures of the Plaza showing townsfolk attending the 1910 fair. From these pictures came the idea of reviving the fair.

Chuck Paddock was given the responsibility of developing a volunteer committee to organize the fair. Five international groups participated (Denmark, Germany, Ireland, Italy and Mexico), along with craftsmen and artists. A colorful international flavor pre-

vailed. The representatives of each country were costumed and served traditional food with entertainment from their country.

The event was planned as a one-time event. However, after the 1973 event, Eric Meyer suggested the event should be held annually.

The years that followed 1973 have been deemed a great success for OISF. In the 1980's, OISF become incorporated and formed OISF, Inc. During the 90's OISF, Inc. separated from management and financial support from the City of Orange.

Through the 2000's, OISF continued to define itself as the largest and most successful multi-cultural family event in Southern California. 2010 and beyond has seen the financial support of OISF benefit local non-profits during one of the worst economic crises since the Great Depression.

Additionally, OISF celebrated its 40th annual event and 10 years of great success under OISF Board President Michael Winger. 🍊



OISF TIMELINE:

1973

🍊 First Orange International Street Fair authorized by Mayor Jess Perez, President Dick Weatherington

1977

🍊 President George Simpson. Theme: Space. Character from "Planet of the Apes" appeared on MainStage

1980

🍊 President Joe Taylor. Bubble gum blowing contest held.

1986

🍊 President Bob Paul. First year of Children's Village (street) and Los Angeles Mayor Tom Bradley and Attorney General Leo McCarthy Visit the event.

70's

1976

🍊 President John Cuervo. Theme: Bicentennial. OISF experiences Rain and thunder on Sunday afternoon.

80's

1985

🍊 President Bob Paul. OISF becomes Incorporated and forms Orange International Street Fair, Inc. an event production company separate from the City of Orange.

WHO, WHAT, WHY:

Who is OISF: The OISF, Inc. is an event management company whose sole purpose is to plan and produce the OISF event. OISF is a recognized 501c4 non-profit.

Why OISF exists: The purpose behind OISF is to provide a community event where local non-profit organizations can raise monies to support their service programs.

What is OISF: OISF is designed as a multi-cultural family event where people can come together every year to share food, music and fun. 🍊

OISF FEATURES:

- 15 Ethnic streets with 42 food booths run by local non-profit organizations.
- A Commercial section featuring local companies promoting their businesses.
- A Handmade Arts and Crafts section featuring local artists.
- A Street dedicated to kids with crafts and games.
- A Community section showcasing local non-profit organizations.
- 8 stages of entertainment featuring local bands playing ethnic music & your favorite songs.

SPONSOR BENEFITS

Sponsoring OISF provides you and your company with the perfect blend of advertising, marketing and public relation opportunities. More importantly you will be supporting your local community.

OISF is not your typical community event. OISF is rich with over 40 years of history, an annual attendance over 400,000 and encompasses many different ethnicities. OISF has your target audience in one location during the two and a half day event.

OISF media outlets. OISF has a 40 year track record of being a successful community event. If you are interested in more information please email OISF at sponsor@orangestreetfair.org 🍊



1990

President Al Ricci.
Theme: Orange- Where the World Meets.



1994

President Judy Solle.
Theme: A Family Affair.
crowd estimate to be in the high 500,000.



2000

President: Michael Damon.
Theme: Unity the Key to the 21st Century.



2012

OISF celebrates 40th event and 10 years of success under President Mike Winger's direction.

90's

00's



1990

Fun fact: Ronald McDonald spotted at event



2005

President Mike Winger.
Theme: Around the World, Around the Plaza.

CITY OF ORANGE POPULATION	137,000
CITY OF ORANGE HOUSEHOLDS	41,904
CITY OF ORANGE INCOME	\$62,760
OC POPULATION	3,002,048
OC HOUSEHOLDS	1,002,937
OC INCOME	\$64,611
AGE	under 18: 4.6% ~ 19-30: 30.05% 31-40: 24.87% ~ 41-50: 26.42% 51-60: 10.88% ~ 61+: 3.11
ATTENDANCE	500,000+
REPEAT ATTENDANCE	1-4 visits: 23.20% ~ 5-9 visits: 21.13% 10-20 visits: 24.23% ~ 21+ visits: 16.49%
GENDER	Male: 50.26% ~ Female: 49.74%





ORANGE INTERNATIONAL STREET FAIR

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