



PRESENTS

# PACIFIC BEACHFEST

OCTOBER 7, 2023

THIS SPONSORSHIP PROPOSAL HIGHLIGHTS THE EXECUTION OF PACIFIC BEACHFEST 2023 ON OCTOBER 7, 2023. ALL EVENTS PROVIDE SIGNIFICANT BRAND ACTIVATION OPPORTUNITIES WITH SEAMLESS INTEGRATION INTO YOUR BRAND'S POSITIONING STRATEGY FOR THE TARGETED DEMOGRAPHIC.





## WHAT IS PACIFIC BEACHFEST?

CRAFT BEER  
PACIFIC BEACH  
FISH TACO  
CHALLENGE  
3 STAGES  
OF LIVE  
MUSIC

OCTOBER 7, 2023



# PUT YOUR BRAND AT THE CENTER OF THE SAN DIEGO BEACH LIFESTYLE.

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Discover Pacific Beach is looking for partners to join us in tapping into the beach community, active lifestyle, craft beer and good food as a dynamic platform to inspire and share ideas, to engage the public and to create a positive return on investment. Pacific Beachfest is celebrating it's 25th year - a testament to any event, but it speaks to the community pride and ownership of the festival.

We know these are big ideas. We're all about bold vision and we want partners who have big ideas of their own.

Discover PB actively partners with companies and brands who are lifestyle focused and energized by cutting-edge technology, captivated by the potential of digital and social media, guerrilla marketing and who are truly exhilarated by the opportunity to participate in one of the most compelling events in this year in San Diego.

## STAND OUT. GET CONNECTED.

We are a standout event in a standout market. Pacific Beachfest event-goers are more likely to be buying decision makers and feel positive about brands that sponsor the events they attend. With our passion, our ambition, and our community support we are uniquely positioned to help you get quantifiable ROI out of this event. Join Us. Get connected.



## WHAT IS YOUR OPPORTUNITY?

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DIGITAL MARKETING | CORPORATE MENTIONS FROM MAIN STAGE  
ADVERTISING IN BEACHFEST ADS | LOCAL REPRESENTATION ON SITE  
EVENT DAY MARKETING | EMAIL MARKETING | PRE/POST EVENT PR

JOIN US IN CONNECTING WITH OVER 50,000 PEOPLE ATTENDING THE  
BIGGEST BEACH PARTY IN SAN DIEGO FOR 25 YEARS!

## WHY SPONSOR?

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### AN EVENT WITH GREAT BUZZ & GROWTH POTENTIAL

- Are you looking for a chance to launch your brand in relevant markets, or trying to build on your existing success in the region?
- Are you looking for a unique consumer-marketing platform?

### TARGETED TO A DEMOGRAPHIC:

The individuals that attend Pacific Beachfest are mostly 20-30 somethings who are active community members, and are influential within their social circles. For YOUR BRAND, that means you have a ready, willing and able consumer and nothing provides a greater Return on Investment (ROI) than a consumer with tremendous buying power.







# PACIFIC BEACHFEST

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### Action Events

- Social 6 Man Volleyball
- Pacific Beachfest 5k and Half Marathon
- and more

### Merchant Sidewalk Sale

- Browse among dozens of fine arts & craft displays
- Eclectic Shop

### Special Events

- Live Music on 3 Stages
- 12th Annual "Best of the Beach" Fish Taco Contest
- Open Concept Craft Beverage Garden \*new

### All Ages

- Kids Action Alley
- Free Fun Games and Activities
- Beachside Rides

Local community groups from Pacific Beach will welcome you to the neighborhood

## BECOME A PARTNER: MAKE AN IMPRESSION

### PLATINUM: SPONSOR \$15,000

- Pacific Beachfest Presented by: You
- Event personalized with your logo and banners
- Logo included in local publications ads
- Logo on marketing and promotional material
- Live corporate mentions from all stages
- Social media and email mentions
- 200 sq ft booth on the boardwalk

### GOLD: SPONSOR \$10,000

- Area personalized with your logo and banners
- Logo on marketing and promotional material
- Logo in local publications ads
- 100 sq ft booth on the boardwalk
- Live corporate mentions from all stages
- Social media and email mentions

### SILVER: SPONSOR \$5,000

- Area/Stage personalized with your logo and banners
- Logo on marketing and promotional material
- Logo in local news publications ads
- 10x10 tented booth
- Live corporate mentions from all stages

### ONGOING SPONSORS

#### KyXy/103.7 ENERGY

Media Sponsor for 16 years

#### BEACH AND BAY PRESS

Media Sponsor for 16 years

#### CULLIGAN

6 years

#### SAN DIEGO COUNTY

#### CREDIT UNION

13 years

#### CAR 2 GO

4 years

#### SUPERPAWN

10 years

### NOTABLE SPONSORS

#### JET BLUE AIRLINES

4 years

#### PACIFIC NISSAN

5 years

#### VANS

4 years

#### RED BULL

#### MONSTER

#### BILLABONG

#### YMCA

Featured on the Travel Channel  
in 2006 and 2013





# contact

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**THANK YOU FOR YOUR CONSIDERATION OF SPONSORSHIP FOR  
PACIFIC BEACHFEST**

**[www.PACIFICBEACHFEST.org](http://www.PACIFICBEACHFEST.org)**



**@DISCOVERPB**

