



PRESENTS

PACIFIC BEACHFEST

OCTOBER 3rd, 2020

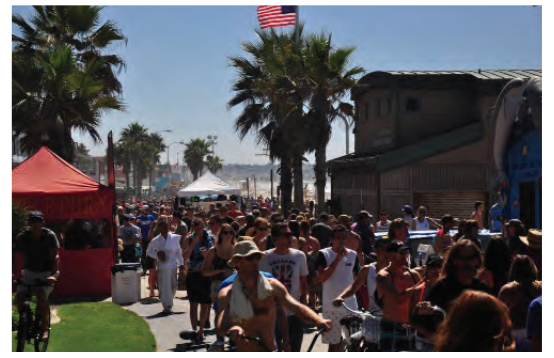
THIS SPONSORSHIP PROPOSAL HIGHLIGHTS THE EXECUTION OF PACIFIC BEACHFEST 2020 ON OCTOBER 3rd, 2020. ALL EVENTS PROVIDE SIGNIFICANT BRAND ACTIVATION OPPORTUNITIES WITH SEAMLESS INTEGRATION INTO YOUR BRAND'S POSITIONING STRATEGY FOR THE TARGETED DEMOGRAPHIC.



WHAT IS PACIFIC BEACHFEST?

CRAFT BEER
PACIFIC BEACH
FISH TACO
CHALLENGE
3 STAGES
OF LIVE
MUSIC
5K/10K

OCTOBER 3, 2020



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

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 22nd 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. PB 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?



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 19 YEARS!

WHY SPONSOR?

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

OCTOBER 3, 2020

Action Events

- **Social 6 Man Volleyball**
- **Pacific Beachfest 5k**
- **Shape Up Social**

Merchant Sidewalk Sale

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

Special Events

- **Live Music on 3 Stages**
- **10th Annual “Best at the Beach” Fish Taco Challenge**
- **Craft Beer Garden**

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: TITLE SPONSOR \$10,000

- Pacific Beachfest Presented by: You
- Sponsor name included on KYXY FM
- Area you sponsored personalized with your logo and banners
- Advertising in local news publications
- Logo on marketing and promotional material
- Live corporate mentions on mainstage
- 200 sq ft booth on the boardwalk

GOLD: TITLE SPONSOR \$6,000

- Area you sponsored personalized with your logo and banners
- Logo on marketing and promotional material
- Advertising in local news publications
- 100 sq ft booth on the boardwalk
- Live corporate mentions on mainstage

SILVER: TITLE SPONSOR \$3,000

- Area you sponsored personalized with your logo and banners
- Logo on marketing and promotional material
- Advertising in local news publication
- 10x10 tented booth
- Live corporate mentions on mainstage

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



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

www.PACIFICBEACHFEST.org

 **@DISCOVERPB**

