



The San Diego  
**Union-Tribune**

2015, 2016,  
2017, 2018  
and 2019

Top Summer Events  
In San Diego

**Saturday  
July 18th**

**Over 90,000  
Attendees**

## 2020 Sponsorship Package



**Over 1,500,000  
Media  
Impressions**

**One of SoCal's  
Premier  
Family-Friendly  
Events**

Contact:

Leah Goodwin  
Sun & Sea Festival  
leahbgood@yahoo.com  
(619) 840-1206





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**Saturday July 18th, 2020 7am - 5pm**

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The Sun & Sea Festival is one of the largest family events held in South County. Imperial Beach is synonymous for professionally carved sand castles, so it is easy to understand the goodwill generated by this event. Attendance comes from throughout San Diego County and beyond, with a majority coming from South County, East County and North County. The Sun & Sea Festival receives extensive media coverage with key sponsors being included featured in the coverage and on the sandcastles!

#### ABOUT THE SOUTH COUNTY REGION

- Population is 462,843 as of 2005, an 18.3% increase from 2000.
- South Bay is the second largest region of Greater San Diego in population, ahead of East County and below North County.
- Known for a relatively large immigrant population, with many first-generation Mexican-Americans and Filipino-Americans.
- 26 percent of San Diego County's Hispanic population lives in the South Bay.

#### ABOUT THE CITY OF IMPERIAL BEACH

- A residential beach city with a population of 27,000
- Has a broad diversity with 36-percent Whites, 4-percent African American, and 49-percent Hispanic or Latino.
- Imperial Beach has one of the youngest median ages of any Southern California city with a median age of 31 years.
- One-quarter of the population is under the age of 18. Fourteen percent are aged 18 to 24; 29-percent are 25 to 44; and 23-percent are 45 to 64.

#### ABOUT THE SUN & SEA FESTIVAL

- 2015 & 2016 festival attendance was 85,000 people. 2017-2019 attendance was over 100,000.
- We anticipate that the 2020 attendance will grow to 110,000 people, weather permitting.
- Sandcastle construction starts on Friday and culminates with competition on Saturday.
- Attendee demographics predominantly attracts young families with children under 25-years.
- The focus on wholesome, family fun will continue in the 2020 event with an emphasis on the Kid Zone which features activities, entertainment and refreshments.







# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR - \$15,000

- Company Logo carved on Monument Castle promoting company or organization
- Company name/logo on all collateral materials including program book distributed in the Eagle and Times and during the event.
- Mention in a series of press releases and media advisories
- Logo on City Banner at Veteran's Park, Triangle Park and Main Stage
- Community booth space for marketing, promotional items and networking
- Acknowledgement in opening and closing ceremonies
- Large Logo, link and name on event website and all social media pages

## SANDCASTLE ENTHUSIAST - \$5,000

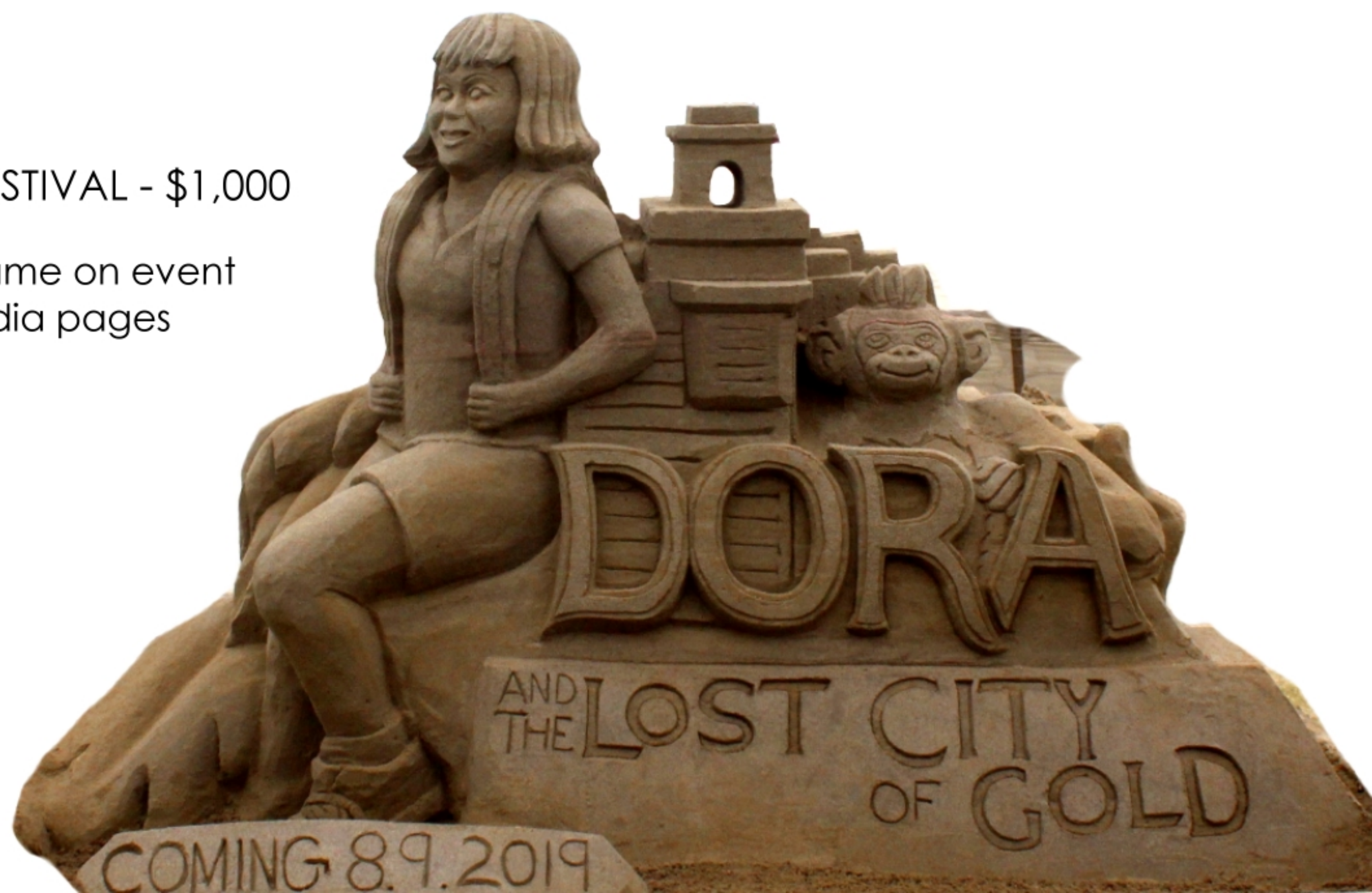
- Company name/logo on all collateral materials including program book distributed in the Eagle and Times and during the event.
- Logo on City Banner at Veteran's Park, Triangle Park and Main Stage
- Community booth space ( 10' by 10') for marketing, promotional items and networking in Prominent location
- Car/Float space in parade
- Acknowledgement in opening and closing ceremonies
- Logo, link and name on event website and all social media pages

## STAGE SPONSOR - \$2,500

- Name attached to all posters and promotional materials
- Car space in parade
- Community Booth space (10' by 10') for marketing, promotional items and networking
- Logo, link and name on event website and all social media pages

## FRIENDS OF SUN & SEA FESTIVAL - \$1,000

- Company or Individual name on event website and all social media pages







# SPONSORSHIP BENEFITS

Professional sancastle building teams create the type of world-class sculptures that insure extensive regional print, radio, and television coverage.

The 2019 event generated over 1,500,000 media impressions with articles in the Los Angeles Times and the San Diego Union Tribune.

The Sun and Sea Website logged over 70,000 visits with on-line traffic from over 60 countries.

Our parade, music stages, Kids Zone and Vendor areas provide ample opportunities for unique branding activities. The theme for the 2020 Parade will be:

**BEACH**  
**BLANKET** **BINGO**

