



Carlsbad Beach Fest Foundation

Partnership Package

**Our Coastal Community
proudly
works together to
meet the
challenges of
preserving
and
sustaining
our
beaches and waterways.**

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www.CarlsbadBeachFestFoundation.org

Founding Sponsorship Opportunities Executive Summary

Over 7000 people attended the 4th annual Carlsbad Beach Fest™ (CBF) event on June 4, 2011, more than tripling attendance from 2010.

CBF is a full day, community fundraising event provided on *one mile of beach* offering competitive sports, multiple stages with live entertainment, environmental stewardship, giant sand castles, and much more. *Attendance is expected to double in 2012.*

Congressman Brian Bilbray, Carlsbad Mayor Matt Hall, City Council members, and CA State Park officials participated together this past June. **Funding from corporate Founding Sponsors and community donations made it possible to extend the event along one mile of beach, allowing the mission of CBF to succeed and bring attention to the coastal community of Carlsbad.**

Founding Sponsor support is critical to the growth of the event, (which is projected to expand to a full weekend in 2013) and will help further the efforts to establish supplemental funding for Carlsbad coastal improvement projects. The leadership demonstrated by Founding Sponsors will be acknowledged at the 5th anniversary CBF event on June 9, 2012.

Founding Sponsorship opportunities are exclusive and will expire June 9, 2012. A minimum annual contribution of \$15,000 is expected in order to realize the benefits created especially for CBF Founding Sponsors.

To become a community leader in this noble project, please review the attached Partnership Package to determine how your corporation or business may support the mission of CBF as a Founding Sponsor. Commitments and benefits describing Special Event Sponsorship and Community Sponsorship opportunities are also included.

CBF is a project of the Carlsbad Beach Fest Foundation™, a 501(c)(3) non-profit organization which is committed to supporting the sustainability of Carlsbad beaches and waterways by raising awareness of the importance of conservation, promoting responsible beach and ocean stewardship through educational programs and activities, and working to supplement coastal improvement projects by securing public and private funding.

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Benefits

- * Opportunities are exclusive and will expire on June 9, 2012.
- * Recognized leader of annual community event, Carlsbad Beach Fest (CBF), and associated sustainability projects.
- * Leadership and support acknowledged at 5th Anniversary CBF event with logo carved into sand sculpture produced by US Open Champions *Archisand*
- * Includes all benefits provided for CBF Special Event Sponsors plus the following:
 - Consideration given regarding local coastal projects earmarked for funding
 - Commemorative, personalized plaque incorporated into beach improvement sites
 - Recognition given annually as Environmental Partner of State Parks, the City of Carlsbad, & CBFF
 - VIP invitation to promotion events and community gatherings

Expectations

- * Support CBF annually with a minimum contribution of \$15,000
- * Develop a passion for its mission
- * Network and communicate the mission within the community to help build partnerships
- * Provide referrals to CBFF and the CBF project
- * Provide a company representative to support CBF steering committee
- * Rally and organize employees within your organization to volunteer at CBF
- * Commit to a minimum of five years.

- **Permit Fee- \$1,500**
- **Facility Use Fee- \$16,000**
- **Housekeeping Staffing- \$1,560**
- **Public Safety (Non-Aquatic)- \$2,925**
Does not include overnight security
- **Lifeguard Services- \$2,100**
Does not include any specific event. *Includes Tower and Vehicle Patrol only*
- **Specific Event costs - \$6,000- \$15,000**
From staging to *each* athletic sporting event

*All are estimated costs and fees are based on a **one day event** and do not include staffing costs, trash collection, equipment rentals, parking fees, etc.*

Unstructured Play Area- Project includes a life size gray whale climbing structure. Encourages hands-on learning while exposing the local underwater wildlife and environment to youth and families.

Estimated Cost- \$240,000
(matching funds available)

Recycling Receptacle Program– Corporate sponsor to fund the installation, care, and collection of recycling materials along the Carlsbad Coastline. Provides leadership and proves to the public that big business cares and will assist by making available ways for individuals to participate as responsible citizens.

Estimated Cost- Not Specified

Outdoor Movie Equipment– Purchase an inflatable outdoor screen, projector, and PA system. Encourages the community's participation to enjoy yet another fun activity at our coastal playground. Provides more opportunity to raise environmental consciousness and promote good beach stewardship.

Estimated Cost- \$20,000

Coastal Access Staircases– Replacement of 4 existing staircases lost to the 1992 El Nino storms and replacing the Tamarack Avenue staircase. Despite how threatening support may be or how big task challenges are, this opportunity allows for state, city, and private sectors to work together to ensure the safety and sustainability of Carlsbad coastal access areas.

Estimated Cost- \$450,000 per access

Community Sponsor Benefits and Contribution Commitment

Commitment Benefits ↓	Gray Whale \$5000	Dolphin \$2500	Sea Lion \$1,000	Shark \$500	Yellow Fin \$250	Sea Bass \$100
Logo on CBF website for up to 3 months post event	X	X	X	X	X	X
Logo on CBF website for up to 6 months post event	X	X	X	X		
Logo on promo fliers	X	X	X			
Logo on event banner	X	X				
One 10X10 Booth Space					X	
One 10X10 Booth Space, table, 2 chairs, 1 pop-up	X	X	X	X		
Two 10X10 Booth Spaces, 2 tables, 4 chairs, 2 pop-ups	X					
Name announced during Event	X	X	X	X	X	X
Pre/Post event guest passes	10 guests	4 guests	4 guests	2 guests	2 guests	
Logo on street banner(s)	X	X	X			
Name on event PR's	X	X				
Business promotional script announced during event.	X	X				
Link on CBF website one yr.	X					
Name on Event Day schedule	X					

Sand Dollar - Special Event Sponsor Benefits and Contribution Commitment

Sponsoring one or more of the event/area listed in the chart below by committing to the associated rates, ensures the production of event/area and provision of the following benefits: **Includes all of the above plus: 10X10 pop-up with printed Name/Logo erected at sponsored event site, VIP parking Tamarack lot, Hospitality care during event, 10 Commemorative Event T-Shirts, Group Photo taken at site and framed, name on Sponsor List displayed for one year at beach access points.**

Pro Sand Sculpting	\$10,000	Main Stage 1	\$8,000	Main Stage 2	\$8,000
5K Run 12yrs-Adult	\$10,000	Youth Surf Competition	\$8,000	Acoustic Stage	\$6,000
Rough Water Swim	\$10,000	Beach Clean Up	\$6,000	Under Water Sweep	\$10,000
Tri-Run/Swim/Paddle	\$12,000	Ultimate Frisbee Expo	\$6,000	Lifeguard Demos	\$6,000
Kids One Mile Fun Run	\$6,000	Beach Fest T-Shirts	\$8,000	Beach Soccer Expo	\$6,000
Hospitality Area	\$6,000	Zumba-thon Expo	\$6,000	Health & Safety Expo	\$6,000

Starfish - Founding Sponsor Benefits for Contribution Levels of \$15,000+

Benefits include all of the above plus: Founding Sponsors will always be recognized as the community leaders who provide funding to sustain CBF and offer support to initiate and complete coastal improvement projects. Consideration is provided for preference of supporting particular projects. Leadership awards will be presented at CBF 5th anniversary event, recognition given at each annual CBF event, personalized, commemorative plaque placed at beach improvement sites, logo engraved in sand sculpture annually, photo placed in post event press releases.

Founding Sponsor Opportunities are exclusive and require a 5 year commitment. Opportunities expire June 9, 2012.

The mission of Carlsbad Beach Fest™ (CBF) is to highlight Carlsbad's coastal playground as an irreplaceable resource, show appreciation for its beauty and value, and raise community awareness by promoting environmental stewardship in order to help preserve and enhance its beaches and waterways. CBF's motto: *Celebrating Recreation Paradise through Good Beach Stewardship!*

In 2007, a joint effort by California State Parks and the City of Carlsbad's Beach Preservation Committee created and planned the 1st annual CBF launched in the spring of 2008. The event began, and remains today, as a grass roots effort promoting the biological and cultural resources of the local coastline and inland waterways. To accomplish these goals, the group enlisted the assistance of local lagoon foundations, and other organizations sharing the same interests at heart. A volunteer beach clean-up which spanned more than 3 miles of coastline, as well as local trails and beach access areas surrounding the nearby lagoon and beach community, was the primary activity of the event. With the success of the first CBF in 2008, the same group of volunteer committee members successfully increased attendance and awareness by adding live entertainment, artist demonstrations, and food vendors.

In 2009, the event committee recruited more like-minded businesses, professionals, and non-profits who desired to increase awareness and stewardship by providing interactive educational booths which encouraged the community to learn while having fun. In 2010 the event grew to an estimated 2200 people. Giant sand sculptures created by U.S. Open Champions, Achisand and more live entertainment grabbed the attention and participation of hundreds more people.

CBF 2011 continued its mission with great momentum on June 4th, 2011, expanding the event on *one mile of beach*, offering another exciting day to celebrate the value and beauty of our coastal playground. Along with 15 sporting events and activities, this year's exciting new additions included a 5K Low Tide Beach Run, "Hands Across the Beach" lead by City and State officials linked one mile of coastline with hands of CBF goers, Green Organizations shared their environmentally friendly products, and four stages showcased live entertainment all day on the sand. And for the first time, the event raised thousands of dollars from corporate sponsors. It is through these contributions that CBF event will be self-sustaining for years to come. **An estimated 7000+ people participated in 2011. It is anticipated that attendance will double on June 9, 2012.**

2011 Event Highlights

"Hands Across the Beach" and Beach Clean-Up

City and State officials lead a ceremonial "Hands Across the Beach" linked hands connect one mile of beach conveying the message that beach and ocean conservation is the responsibility of each individual.

A massive Beach Clean-Up encompasses 3 miles of beach giving hundreds of people opportunity to service to their community.

Recreation and Athletic Events

A 5K **Low Tide Beach Run**, a **Low Tide Walk** and a **Kids One Mile Fun Run** kick off the festivities.

One mile of beach provides sports competitions, clinics, and demos in Paddle Board, Body Board, Surfing, Kayaking, Beach Volleyball, Beach Soccer, Ultimate Frisbee, Kite Flying, *Zumba Fitness & Yoga*, free for families and individuals to enjoy.

Art Seaside

U.S. Open Champions, Archisand, is the event's featured artisan group returning again to sculpt and build another gigantic sand sculpture to reflect this year's theme, *Recreation Paradise through Good Beach Stewardship*. More artists from painters to authors participate displaying and demonstrating their works and related mediums which complement and support the day's mission.

Education Expo

Interactive educational booths provide ways to learn how to be good to our environment while enjoying it. More than 20 organizations provide fun, hands-on activities and information for children and adults, allowing for a better understanding of the importance of coastal and inland waterway stewardship. **Lifeguard rescue demonstrations** are also a highlight to the expo.

Green Product Awareness

Businesses which have adopted principles, policies, and practices that **improve the quality of life** for their customers, their employees, communities, and the environment are invited to this year's event. They demonstrate how their products or services for **economic development while conserving** for future generations.

Live Entertainment

The surf rocks with **four performance stages** erected on the sand, providing live entertainment all day; headlined by multiple bands, dance troupes, drum circles, hula hoopers, jugglers, celebrity appearances, and more!

Food Court

A variety of food is provided on a cash bases to Beach Fest goers. Free bites to Event Volunteers!

Opportunity Drawing & Prizes

Each event volunteer is entered into a free drawing as a *thank you* for effort given in support of the event's mission. Prizes are also awarded to winners of drawing, event contests, and competitions.