

CARLSBAD BEACH FEST

PARTNER PACKET



North Carlsbad Beach
Saturday, June 13th, 2015



Our Mission: The mission of the Carlsbad Beach Fest is to establish long term public support and stewardship to protect, preserve and enhance our coastal waterways and beaches through education and entertainment; and to strengthen a sense of community by providing a quality and enjoyable family event.



The Carlsbad Beach Fest was established in 2007 as a grass roots effort to promote the stewardship of our coastal waterways and lagoons through fun, education and stewardship. The event continues to utilize a volunteer committee to create, develop, and manage the event.

CARLSBAD BEACH FEST

MARKETING & ADVERTISING

The Carlsbad Beach Fest utilizes a comprehensive marketing and advertising strategy which has targeted numerous community interest publications including *The North County Times*, *San Diego Union Tribune*, *The Reader*, *Carlsbad Magazine*, *San Diego Union Tribune*, ZCode Media, and the North County Sun. We also have utilize the latest in online and social media marketing, and links to all sponsors and their logos are made available through the official Carlsbad Beach Fest website.

Additional advertising is supplemented with local cable television announcements, radio interviews, and colorful event posters being distributed to local shops and vendors. We market our event and your organization as much as possible!

We expect several members of the local press, radio and television media to highlight the day's events. We also employ more "boots on the ground" marketing efforts by meeting with local schools and community organizations.



HISTORY

In 2007, a joint effort by California State Parks, the City of Carlsbad's Beach Preservation Committee, and community volunteers created the 1st annual Carlsbad Beach Festival. The event was a grass roots effort designed to promote the environmental, cultural, and business resources of the local coastline and inland waterways. To accomplish these goals, the group enlisted the assistance of local lagoon foundations and other organizations that had 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.

Fast-forward 8 years and the Carlsbad Beach Fest is still going strong! Some have said that the 2014 Carlsbad Beach Fest was the best one yet! We are hoping to continue the tradition and have an even better event in 2015!

THE EVENT

Environment & BIG Beach Clean-Up

The Carlsbad Beach Fest's main focus is to provide a hands-on activity to those citizens and beach users who wish to make a difference in our environment. To that end, one of the core events of the Beach Fest is our annual Beach Clean-up. There are many smaller beach cleanups out there that may run for an hour or so. However, as far as we know, we are the only one that runs for the entire event - which is around 7 hours. We also bring in the "heavy hitters" of the coastal cleanup community. In 2014 we had Surfrider Foundation, San Diego Coastkeeper, I Love A Clean San Diego, H2O Trash Patrol, New Ocean Blue and the Wyland Foundation, among others.

Education Expo

The Beach Fest has always utilized education and fun as a means to continue promoting stewardship and personal responsibility with regards to the environment. Our Education Expo has cultivated relationships with more than 20 organizations with the soul purpose to provide quality hands-on activities and information for children and adults that teaches them the importance of coastal and inland waterway stewardship.

Entertainment

What is more fun and enjoyable than a day at the beach with food and quality live entertainment?! The Beach Fest hosts multiple live, local musical acts on stage and includes a live DJ, and contests and activities for children and family members. Past events have featured musical genres such as: rock, jazz, new world, reggae, blues, bluegrass, Native American drumming, and live clog dancing performances. **Our musical acts vary from year to year and are always family-friendly.**

Art on the Beach

The Carlsbad Beach Fest has a long history in supporting arts in the community. We've hosted numerous local artists painting and performing live. We've also hosted sand sculpture activities, youth art activities and a community sand castle contest.

Athletic Events

Carlsbad State Beach offers a large open stretch of sandy beach, excellent surf, and southern California weather perfect for surf contests, paddleboard events, a 5K contest and a corporate obstacle course challenge on the sand. Event organizers hope to have sponsors who wish to promote specific athletic events during this year's Beach Fest.

Food Court

Local restaurants are encouraged to sponsor a food booth at Beach Fest. These vendors graciously offer their time and expertise to provide food to hungry beach clean-up volunteers and other event goers.

Green Awareness

The Beach Fest invites vendors and businesses which promote, sell, or distribute green products, services and solutions and wish to demonstrate these to event participants. Past participants include Solar City, Agua Hedionda Lagoon Foundation, Batiquitos Lagoon Foundation, and Strategic Recovery Institute (SRI), among others.

PARTNERSHIP LEVELS & BENEFITS

BENEFITS	MARQUIS	WHALE	GREAT WHITE	DOLPHIN	SHARK	MARLIN	PELICAN	SEAGULL	SEAHORSE
	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500	\$250	\$100
Thank You! Ad	X	X	X	X	X	X	X	X	X
Logo on CBF website up to 3 months post event	X	X	X	X	X	X	X	X	X
Name announced during event	X	X	X	X	X	X	X	X	X
One 10X10 Booth Space	X	X	X	X	X	X	X	X	
Event t-shirts	X	X	X	X	X	X	X		
10x10 Booth Space, 1 table, 2 chairs (provided by event)	X	X	X	X	X	X			
Logo on promo fliers	X	X	X	X	X				
Logo on CBF website up to 6 months post event	X	X	X	X	X				
Logo on event banners	X	X	X	X					
"Title Sponsor" for beach events	X	X	X	X					
Business promotional script announced during event	X	X	X						
10x20 Booth Space, 2 tables, 4 chairs (provided by event)	X	X							
"Major Sponsor" on all promo materials and advertisements	X								
Name on event day schedule	X								

* Additional Partnership levels and benefits are afforded above the \$15K limit shown above. If interested, please send an email to: info@carlsbadbeachfest.com

Sponsor & Exhibitor Registration

Thank you for supporting the **Carlsbad Beach Fest (CBF)**! We look forward to working with you and making your experience with our event enjoyable and rewarding.

The Carlsbad Beach Fest is entering its 8th year and has become a signature event in San Diego North County. The event receives copious media coverage from television, radio, and print sources, as well as online and social network sources such as Facebook, Twitter, Instagram and other social media outlets.

INSTRUCTIONS

Confirm your contribution and/or reserve booth space at the 2015 CBF:

- **Waiver - Please read and sign the Waiver on the following page**
- **Confirm Participation - Complete this form then email or mail with Waiver and booth fees to the address below by **June 7**. Fees can also be electronically submitted through the PayPal "**Donate**" link in the upper right corner of the Beach Fest website.**

Upon receipt of your completed forms and donation/fees, a thank you email will be sent to you acknowledging your contribution and/or confirming your booth space.

A Partner Arrival Packet, complete with all the details you will need for the day's event, will be emailed to you approximately 1 week prior to the event.

Event Day - What to Expect: The event runs from 8am-3pm on Sat. June 13, 2015. Exhibitors will be asked to arrive at least an hour early (or earlier) to accommodate setup and other logistical matters. The event will take place rain or shine - sorry, no refunds will be awarded after June 7, 2015.

Logos: Email one high-resolution, full color logo and one black/white logo formatted as a JPG, PNG, PDF or in Adobe Illustrator, before June 7 to: info@carlsbdabeachfest.com.

Mission: The Carlsbad Beach Fest has the following guiding principles:

1. Promoting clean beaches, oceans and waterways
2. Promoting environmental stewardship (personal responsibility)
3. Promoting education and public outreach about the importance of our coastal resources
4. Funding academic scholarships
5. Funding local community programs related to our mission

The Carlsbad Beach Fest is an annual community event that is managed by the California Beach Foundation Inc. (CalBeach), a registered California non-profit organization.

CalBeach
300 Carlsbad Village Dr., Ste. 108A390
Carlsbad, CA 92008

Event Waiver: Exhibitor/Participant shall comply with all rules and regulations set forth by the California Beach Foundation Inc. (CalBeach) Sponsor / Exhibitor / Participant will be responsible for setting up and removing their displays. Sponsor / Exhibitor / Participant shall indemnify, hold harmless California Beach Foundation Inc. (CalBeach), its associated partners, the CA State Parks, the City of Carlsbad, and their respective officers, directors, volunteers, agents, employees and contractors, against any and all costs and liabilities of any kind (including attorneys' fees) which they incur because of Exhibitor's / Participant's use or occupancy of the space, or as a consequence of Sponsor's / Exhibitor's / Participant's promotion of any product or service. Sponsor / Exhibitor/ Participant will maintain comprehensive or commercial general liability insurance covering all operations during the Event.

Initial _____

I understand that at this event or related activities, I may be photo- graphed. I agree to allow my photo, video or film likeness to be used for any legitimate purpose by the event holders, producers, sponsors, and organizers.

Print Name:

Organization:

Signature:

_____ **Date:** _____

Partnership Level (circle one):

- Seagull (\$250)
- Pelican (\$500)
- Marlin (\$1,000)
- Shark (\$2,500)
- Dolphin (\$5,000)
- Great White (\$7,500)
- Whale (\$10,000)
- Marquis (\$15,000)

For other Sponsor Levels, please inquire at info@carlsbadbeachfest.com