

The City of Port Hueneme & REACH Foundation presents



HUENEME BEACH FESTIVAL

HUENEME BEACH PARK, PORT HUENEME



AUGUST 26-27, 2023 | 11:00AM - 7:00PM

SPONSORSHIP KIT

JOIN US

FUN IN THE SUN

The Hueneme Beach Festival followed up its 2021 comeback year with another outstanding event in 2022. Thanks to local community support, outstanding sponsors, and attendance from across SoCal, the Festival attracted more than 21,000 visitors and solidified its position as one of the best community beach festivals in the region. We're looking to build on our success in 2023 and look forward to another end-of-summer beach bash that's fun for the whole family.

WHEN & WHERE

Saturday & Sunday, **August 26-27, 2023**

11:00am - 7:00pm daily

Hueneme Beach Park, Port Hueneme

ADMISSION

FREE admission

Parking: \$10

COMMUNITY IMPACT

All proceeds from the Festival go to REACH, a non-profit organization in support of **R**ecreation, **E**ducation, **A**rts, **C**ulture in **H**ueneme. REACH is partnering with the City of Port Hueneme in creating this truly unique event that will bring the community together through fun and creativity.

FESTIVAL HIGHLIGHTS

- Free admission for all at the Hueneme Beach Festival
- Live bands and family-friendly entertainment on Festival stage
- Food court featuring a variety of tasty food and beverage options
- Chalk Art exhibition and children's activities
- Fun and interactive sponsor and community booths
- Fair-style carnival rides and games for kids of all ages
- Cannabis Cove venue featuring Port Hueneme dispensary sponsors
- Local vendors featuring handcrafted goods and specialty products



** Information subject to change.*



PORT HUENEME

A RECREATIONAL GEM & ECONOMIC POWERHOUSE IN VENTURA COUNTY

Port Hueneme's Chumash name says it all – “resting place,” “wellness,” and “trading center.” Port Hueneme is a unique beachside community along Ventura County's Gold Coast just south of the Channel Islands Harbor. Home to the **Hueneme Pier, Hueneme Beach**, and the official gateway to **Ormond Beach**, the locals here recognize Port Hueneme as the hidden gem of Southern California. Pristine beaches, great surf, and friendly people make Port Hueneme a great destination for the local Ventura County community and beyond.

With around 22,000 residents, Port Hueneme is also home to the **Port of Hueneme**, which is the only deep-water harbor between Los Angeles and San Francisco. The Port significantly contributes to the economic health of Ventura County, generating \$1.7 billion in economic activity and contributing to nearly 16,000 jobs.

Naval Base Ventura County (NBVC) is a premier naval installation located in Port Hueneme. NBVC is a key element in the Department of Defense infrastructure because of its superior geographical location. NBVC supports over 20,000 total jobs in and outside of Ventura County.

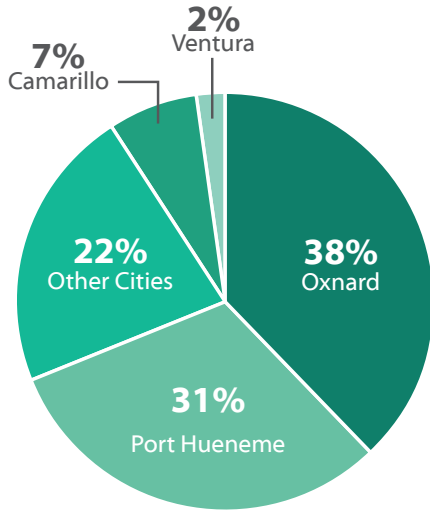
Located about four miles south of the US 101 freeway, and minutes from the sandy beaches along the US 1 highway, you will find the “**Green Mile**.” Located in the City of Port Hueneme, this one-mile stretch of road is home to legal cannabis dispensaries, cultivators, and delivery services. The health and safety of our citizens is of the utmost priority, and we believe that responsible, model-setting policies and procedures is what make the City of Port Hueneme a leader in the regulated cannabis industry.

FESTIVAL BY THE NUMBERS

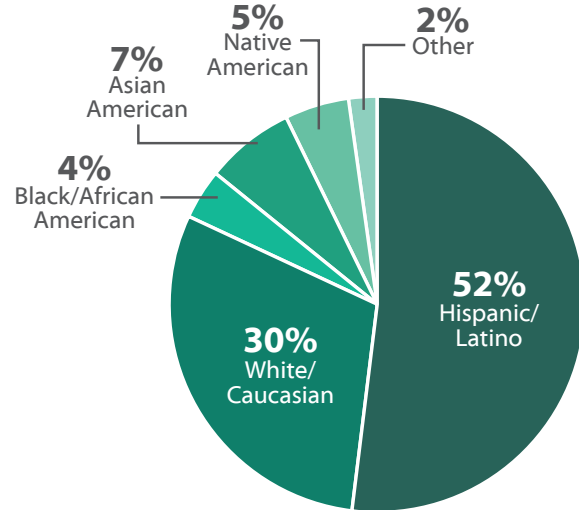


2022 WEEKEND ATTENDANCE: 21,000+

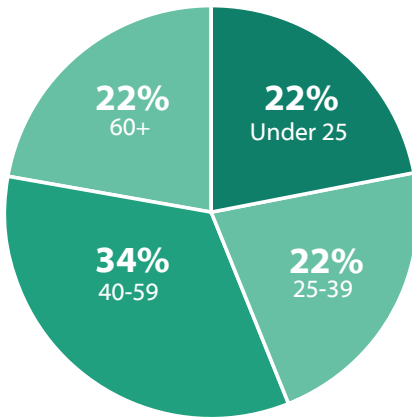
CITY OF RESIDENCE



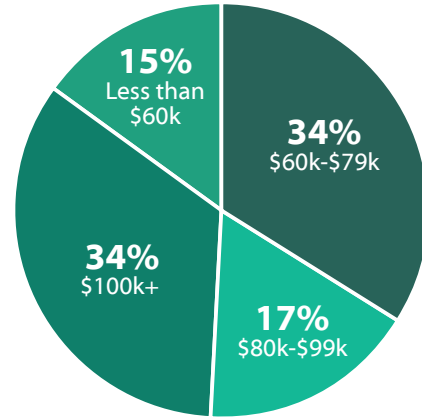
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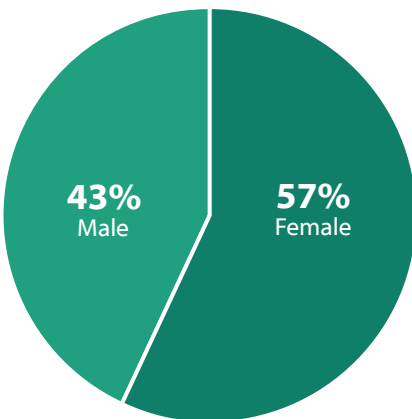
AGE



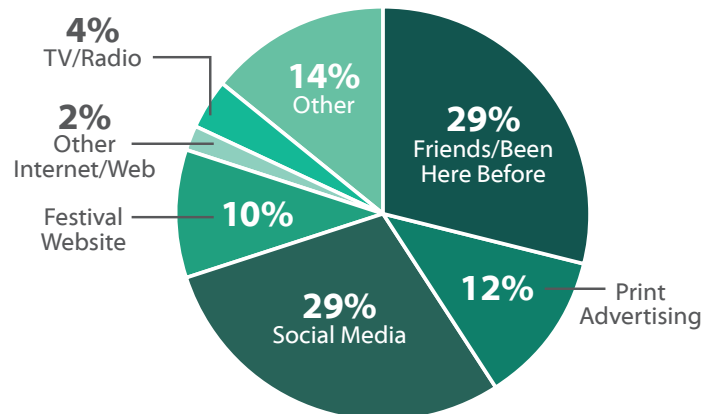
HOUSEHOLD INCOME



GENDER



HOW DID YOU HEAR ABOUT THE FESTIVAL



MARKETING & OUTREACH

THE FESTIVAL GETS NOTICED— AND SO WILL YOUR BRAND

The Festival will be promoted extensively throughout Ventura County and beyond with a robust, professionally-managed marketing campaign supported by local and regional media sponsors and marketing partners.

Here are some of the ways that Festival marketing will drive event awareness and attendance:

- Social Media
- Online marketing
- OTT content
- Radio - English & Spanish
- Local television advertising
- E-Newsletter marketing
- Festival website
- Media interviews
- Outdoor banners
- Posters
- Flyers
- Press Releases
- Print advertisements



SPECIAL ATTRACTIONS

GOOD EATS

Think hand-cut spiral fries covered with chili and cheese... street tacos hot off the grill... fire-roasted corn on the cob... funnel cakes piled high with fruit and whipped cream. There's nothing as fun and decadent as fair foods at the beach!

HANG TEN CARNIVAL FUN ZONE

Fair-style carnival rides and games abound for kids of all ages.

LIVE MUSIC ON FESTIVAL STAGE

Festival attendees will be entertained all weekend long with a lively mix of rock, reggae, country, R & B, and Latin acts.

CHALK ART EXHIBITION

Families will enjoy watching the Festival's popular and amazing Chalk Art Exhibition, featuring pro artists' weekend creations. Young attendees are quick to try their hand at chalk art creations of their own in a special Kids Chalk Zone.

CANNABIS COVE (21+)

Adults over 21 can connect with many of the cannabis dispensaries that call Port Hueneme home and are supporting the Hueneme Beach Festival. All sales fulfillment is handled offsite.

ARTS & CRAFTS ISLE

It's a great feeling to purchase a new favorite thing from the local artist or craftsperson who made it. From handcrafted jewelry to one-of-a-kind art, festival goers will find unique and interesting goods in the Arts & Crafts Isle.



** Information subject to change.*

BENEFITS OF SPONSORSHIP

SOLID RESULTS FOR CORPORATE PARTNERS

The non-profit Hueneme Beach Festival will once again deliver solid results for corporate supporters, first through effective social media, print, broadcast, and digital marketing campaigns and then culminating in a world-class weekend consumer event attracting more than 21,000 attendees from Ventura County and across Southern California.

The Festival is ready and willing to help our corporate partners advance their brands and reach their sales goals through dynamic, cost-effective sponsorship programs. Sponsorship package levels and associated benefits are detailed on the pages that follow.



TOP SPONSORSHIP OUTCOMES

- Enhance your community image to a diverse SoCal audience
- Market your goods and services to 21,000+ weekend attendees
- Achieve experiential marketing goals with strong sampling and lead-generation outcomes
- Build your brand and improve customer relationships
- Support an environment that drives critical funding for Port Hueneme and participating non-profits



SPONSOR BENEFIT HIGHLIGHTS

- Premier onsite display sales and marketing space
 - Festival naming right and associated benefits
 - Commercial spots on Festival Stage LED jumbo screen
 - Year-round ads, logo, and branding on Festival website
 - Facebook and Instagram Highlighted Features for Festival followers
 - Sponsor banners displayed at the Festival
 - Logo branding on website, print ads, marketing pieces, and e-newsletter
 - VIP Lagoon credentials and parking
- *Benefits vary by level*



** Information subject to change.*

HUENEME BEACH FESTIVAL

PORT HUENEME CALIFORNIA

CORPORATE SUPPORTERS

8/15/22

2022 Gold Sponsors

Element 7
From The Earth
Kona Big Wave
LiUNA Local 585
O'Reilly Auto Parts
SafePort
SkunkMasters
Viper Security

2022 Silver Sponsors

California Deluxe Windows
Carnitas El Brother
Daiwa Massage Chair
HPC
iHeart Cannabis
Pepsi
Samsung
Southern California Ford Dealers
T-Mobile
Ventura County Credit Union

2022 Bronze Sponsors

Bike Ventura
Cutco Cutlery
DirectTV
Discover Port Hueneme
Durham School Services
Farm Fresh To You
Fence Factory
Humana
LeafFilter
Magnavino Cellars
Oxnard Jazz Festival
Oxnard Tow Services
Premier America Credit Union
QuietCool
Safety Unlimited
Selfie Booth 805
System Pavers
Wellcare

SPONSORSHIP LEVELS

GOLD - \$10,500

- "Official" Product/Service designation
- Naming right to one (1) special attraction, event or venue
- Logo in all print ads
- Up to 20' x 20' booth space in a prime location at the Festival (electricity included)
- Commercials (12; 6 per day) on Festival Stage LED Screen
- Sponsor logo slide and Naming Right branding on Festival Stage LED screen
- Logo on Naming Right jumbo banners (2)
- Sponsor promotional banners (3)
- Banner ad with link on Festival website (full site)
- Ad cube with link on Festival website (full site)
- Website branding – Logo scroll, Naming Right promotion & sponsor page logo
- Custom e-blast featuring sponsor message
- Banner ad on Festival e-newsletter (1 issue)
- Logo on Festival e-newsletter (all issues)
- Facebook and Instagram Highlighted Features (2 each platform) leading up to the Festival
- Logo and Naming Right branding on Festival onsite program flyers
- Logo on Festival marketing posters (500) and promotional flyers (10,000) displayed and distributed in regional retail locations
- 20 weekend credentials to the VIP Lagoon, 10 VIP weekend parking passes, 6 Booth Staff weekend parking passes
- Logo on Festival "Thank You" jumbo banners (2) and a post-event print ad

* Information subject to change.

NAMING RIGHTS

GOLD SPONSORS ONLY

Naming Rights link Gold-level sponsors to Festival venues, special events and attractions. Each naming right is celebrated with large onsite banners and promoted wherever possible before and during the event weekend across all Festival marketing channels. Naming rights are assigned on a first-come, first-served basis.

- Arts & Crafts Isle
- Bike Dock
- Cannabis Cove
- Chalk Art Exhibition
- Festival Security
- Food Court
- Hang Ten Carnival Fun Zone
- Hueneme Strong Community Village
- Festival Stage
- Festival Stage LED Wall
- VIP Lagoon



SPONSORSHIP LEVELS

SILVER - \$5,500

- 10' x 20' booth space in a prime location at the Festival (electricity included)
- Commercials (6; 3 per day) on Festival Stage LED Screen
- Sponsor logo slide branding on Festival Stage LED Screen
- Sponsor promotional banners (2)
- Ad cube with link on Festival website (full site)
- Website branding – Logo scroll & sponsor page logo
- Logo on Festival e-newsletter (all issues)
- Logo on Festival onsite program flyers
- Logo on Festival marketing posters (500) and promotional flyers (10,000) displayed and distributed in regional retail locations
- 10 weekend credentials to the VIP Lagoon, 5 VIP weekend parking passes, 4 Booth Staff weekend parking passes
- Logo on Festival "Thank You" jumbo banners (2) and a post-event print ad

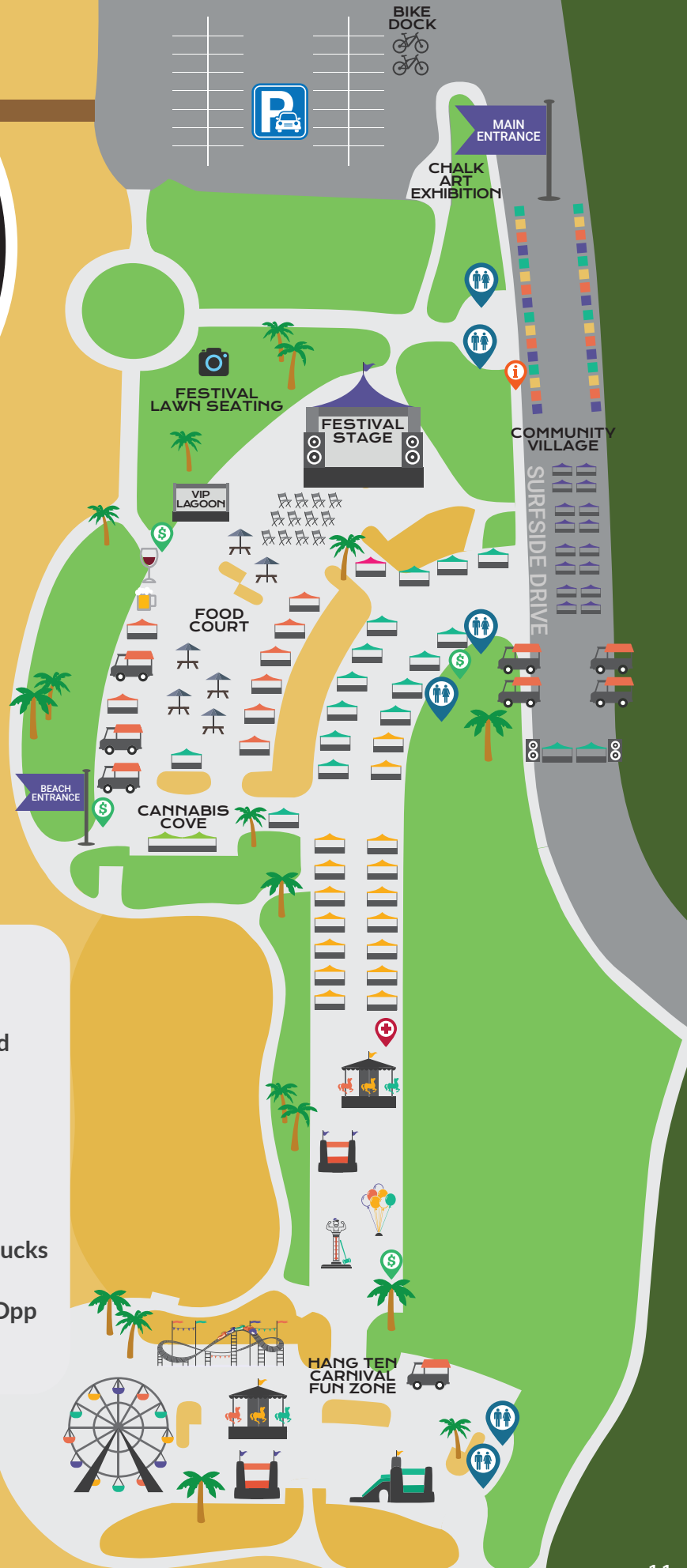


BRONZE - \$1,500














- 10' x 10' booth space in a prime location at the Festival (electricity included)
- Sponsor logo slide on Festival Stage LED screen
- Sponsor promotional banner (1)
- Website branding – Logo scroll and sponsor page logo
- Name listing on Festival e-newsletter (all issues)
- Text name on Festival onsite program flyers
- Logo on Festival marketing posters (500) and promotional flyers (10,000) displayed and distributed in regional retail locations
- 4 weekend credentials to the VIP Lagoon, 2 VIP weekend parking passes, 4 Booth Staff weekend parking passes
- Logo on Festival "Thank You" jumbo banners (2) and a post-event print ad



** Information subject to change.*



MAP KEY

- | | | | |
|---|---|---|-------------|
|  | Information /
Lost & Found /
Volunteers |  | ATMs |
|  | Restrooms |  | First Aid |
|  | Arts & Crafts
& Retail |  | Beer |
|  | Sponsor Spaces |  | Wine |
|  | Food Stands |  | Food Trucks |
|  | Non-Profit |  | Photo Opp |
|  | Merchandise
& Souvenirs | | |

2023 SPONSORSHIP OPPORTUNITIES*

HUENEME BEACH FESTIVAL
HUENEME BEACH PARK, PORT HUENEME
AUGUST 26-27, 2023

GOLD
\$10,500

SILVER
\$5,500

BRONZE
\$1,500

EXCLUSIVE BENEFITS			
"Official" (Product/Service) Designation	✓		
Festival Naming Right	✓		
ADVERTISING			
Print Ads - Logo	✓		
"Thank You" Print Ad - Logo	✓	✓	✓
ONSITE BENEFITS			
Exhibit Space	Up to 20' x 20'	10' x 20'	10' x 10'
Festival Stage LED Screen - :30 Commercials	12	6	
Festival Stage LED Screen - Logo Slide	✓	✓	✓
Festival Stage LED Screen - Naming Right Branding	✓		
Festival Stage LED Screen - Group Logo Slide	✓	✓	✓
Naming Right Jumbo Banners (2 w/Logo)	✓		
Sponsor Promotional Banners	3	2	1
Festival "Thank You" Banners - Logo	✓	✓	✓
DIGITAL MARKETING			
Website Banner Ad & Link - Full Site	✓		
Website Ad Cube & Link - Full Site	✓	✓	
Website Scrolling Logo - Full Site	✓	✓	✓
Website Naming Right Branding - Logo & Link	✓		
Website Sponsor Page Listing, Logo & Link	✓	✓	✓
Custom E-Blast Featuring Sponsor Message	✓		
E-Newsletter Banner Ad & Link	✓		
E-Newsletter Branding - All Issues	Logo	Logo	Text Name
SOCIAL MEDIA			
Facebook - Highlighted Feature	2		
Instagram - Highlighted Feature	2		
PRINT COLLATERAL			
Festival Program Flyer - Logo/Text Name	Logo	Logo	Text Name
Festival Program Flyer - Naming Right Branding	✓		
Marketing Poster - Logo (500+)	✓	✓	✓
Marketing Flyer - Logo (10,000+)	✓	✓	✓
CREDENTIALS & HOSPITALITY			
VIP Lagoon Weekend Passes	20	10	4
VIP Weekend Parking Passes	10	5	2
Booth Staff Weekend Parking Passes	6	4	4

*Benefits subject to change.

MARTY LIEBERMAN

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STEPPING UP & GIVING BACK



In 2021, the City of Port Hueneme, in partnership with the nonprofit REACH, was delighted to breathe new life into this beloved community festival. Now with two successful Festivals under our belt, we look forward to many more years of welcoming tens of thousands of guests to enjoy music, food, fun, and family good times at beautiful Hueneme Beach Park. The Festival is not only embraced by locals and the greater Ventura County community, but is supported by regional and national sponsors, area businesses, and public officials.

Proceeds from the Festival will help REACH in its mission to financially support and encourage civic events and activities which contribute to a richer quality of life for Port Hueneme residents.

JOIN US!

We're ready to help you succeed! To secure a sponsorship position at the 2023 Hueneme Beach Festival, or for more information, please contact:

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