

2015 Sponsorship Opportunities for Venice Spring Fling 5 and Venice Beach Music Fest 10



What is Venice Spring Fling 5 and Venice Beach Music Fest 10?

- Free all day annual music and arts festivals
- VSF 5 – May 30, 2015 VBMF 10 – Sept. 12, 2015
- Site along World Famous Boardwalk in Venice, CA
- Celebration of the creative spirit of Venice with music, art, and



dance.



Sponsorship can create awareness of your product:

- Your logo on event websites:
 - www.VeniceSpringFling.com
 - www.Facebook.com/VeniceSpringFling
 - www.VeniceBeachMusicFest.com
 - www.Facebook.com/VeniceBeachMusicFest



- Acknowledgements in press releases generating consumer impressions in print, radio, and online
- Cooperative advertising/coupons
- Your on-site banner visible to over 125,000
- On-site sampling and product demonstrations
- Logo on posters, t-shirts, handbills, and newspaper advertisements



Support Music, Art, and Venice's Community Spirit!

- Keeps Venice tourism, businesses, and community strong
- Provides a showcase for local musicians and artists
- Free fun for the family in the sun!
- Our previous events have been sponsored or supported by community leadership including: Venice Neighborhood Council, Venice Chamber of Commerce, and Venice Boardwalk Association



Web Impressions for Sponsors

- Feature your logo on Multiple Websites, maximizing exposure
- www.Facebook.com/VeniceBeachMusicFest - over 4850+ fans
- www.Facebook.com/VeniceSpringFling - over 1650+ fans
- www.VeniceBeachMusicFest.com
- www.VeniceSpringFling.com



Print & Radio Impressions

- Distribute over 5000+ handbills, featuring logos from all sponsors
- 2 areas on back of handbill available (for couponing or a special message)
- Logo on posters on display throughout Venice, Los Angeles, and Santa Monica
- Logo on T-shirts
- Newspaper advertisements
- *Free Venice Beachhead and Argonaut*
- Acknowledgement in radio publicity

Official VSF 3 Aftershow
May 18, 7:00 pm - 1:00 am
Meet Me At The Pub
with Special Guests:
Corty Byron, Seunc
more tha...
Danny's!
Venice Beach, Ca

23 Windward Avenue Venice, CA 90291

DR. BRONNERS
MAGIC
"ALL-ONE!"

ALL-ONE
ARK

Bring your bathing suits and towels,
Dr. Bronner's Magic Soap is bringing a
foam party with the
ALL-ONE ARK!!!

September 8, 2012
Windward Plaza
1 Windward Ave
Venice 90291
11 am to 7 pm

PERFORMING: Planet of the Apes, Lili Haydn, Spiders and Witches,
Insects vs Robots, Dylan Chambers and The Midnight Transit,
Ya Harlessa Bellydance Theater, Dance Hall Pimps,
ATS Bellydance and Drums, Cubensis, Samba Da Mudanca, Champa Si

SHOWING: art by sky, Joel Harris, Ra Ra Superstar, Brian Mylius,
Jean Paul, Audrey Menamara-Garcia, Alex Avila,
Sonji Mariposa, Martha C. Wilson

VeniceBeachMusicFest.com

On Site Impressions

- 125,000 people walk past site on Venice Beach Boardwalk on a typical Saturday and will see banner advertising on the back of the stage
- 4,000 + people expected to attend
- Banner opportunities on site:
 - Front of stage
 - Back and sides of stage
 - Barricades
- Locations for 10 x 10 booths on site
 - Booths at entrance on Boardwalk
 - Booths in interior
- Ideal for sampling and promotion
- Location for 1 Food Truck



2015 Sponsorship Packages –

VSF 5 Only / VSF 5 & VBMF 10 Combined

- **Dip of the Toe**

- Small logo on poster, handbill, websites , and advertisements = \$500 / \$900
- Above, plus a boardwalk-facing banner = \$750 / \$1400

- **Waist Deep**

- Large logo on poster, handbill, websites , and advertisements , mention in press release, 2 banners one on front of stage AND one on back, stage announcements = \$1200 / \$2300

- **Full Immersion**

- Interior booth space 10 x 10 = \$2000/ \$3750 and up
- Entrance booth at boardwalk = \$3000 / \$5500 and up

- **Riding the Tube**

- Above, plus title sponsorship of event = \$10,000

- **Custom Packages**

- To meet any budget



Contact Information

- **Executive Producer:**

Milton Rosenberg
3715 Pacific Ave #2
Marina Del Rey, 90292

(415) 531 9893

VeniceBeachMusicFest@gmail.com

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Pictures from Previous Events

