

2011 EVENT SPONSORSHIP PACKAGE

September 9-11, 2011



Stand out in the crowd!



About the 15th Annual Long Beach Lobster Festival

Three day upscale dining, dancing and drinking festival in Long Beach. The event is held in the scenic Rainbow Lagoon Park. The festival features fresh Maine lobsters flown in daily and prepared by the Chefs from Bristol Farms Kitchens in the World's Largest Lobster Cooker. The main stage features famous headliners and musical groups. There is a dance floor, children's area, carnival rides and games, international food court, arts & crafts, two beach bars, and street performers. Attendance is over 14,000.

Location

Rainbow Lagoon, Park Drive & Shoreline Village Drive in downtown Long Beach. The festival is part of the city's grand annual Sea Festival. The festival is an upscale musical event, dining, drinking, dancing and family fun.

Demographics

Middle to high income, Anglos, 62% own their homes, 87% have credit cards and the combined household income is \$160,000.

SPONSORSHIP OPPORTUNITIES

Title Sponsor	\$10,000 (exclusive)
Beer	Call For Pricing
Gold Sponsor	\$5,000 (only 2 avail.)
Stage	\$2,500 (exclusive)
Auto	\$1,500 per car
Sampling	\$1,000 per day
Associate Sponsor	\$1,500

Past Media Coverage and Association

Daily Breeze, Beach Reporter, Easy Reader, KABC Talk Radio, KFI Radio, KEARTH Radio. KJAZZ, Adelphia Cable TV, KTLA Morning Show, ABC7 News, FOX11, Time Warner and Cox Communication, Flyers and Handbills, and www.originallobsterfestival.com.

SPONSORS RECEIVE:

- Prime Location
- 10x10 Canopy, w/sidewall, tables & chairs
- Logo on all Print Material or Stage Announcements
- Tag lines on select Radio Spots and Banners
- Logo on select TV Commercials
- VIP Wristbands and Meals
- Logo on www.originallobsterfestival.com

Produced By: " "

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