



CERVEZA
TECATE

THUNDER HURSDAY

ON PINE

April 14, 2011

For More Information Please Contact:
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Presented by:

DOWNTOWN
LONG BEACH
ASSOCIATES

Tecate Thunder Thursday

April 14, 2011

Kicking off the Toyota Grand Prix of Long Beach, the DLBA will once again host this free signature event on Pine Avenue between Broadway and 3rd Street with a professional Pit Stop competition, motorcycle stunt show, IRL car display and live music on the main stage. This high-energy event draws approximately 8,000 race fans and Long Beach residents each year and promises to deliver even more in 2012!



Tecate Thunder Thursday

April 14, 2011



This high-energy street festival returns to kick off the Long Beach Grand Prix with exciting elements including:

- Dare-Devil Motocross Stunt Show
- BMX Bike Stunt Show
- Street Festival on Pine Ave.
- Grand Prix Classic Car Display
- Live musical performances on the main stage

Event Statistics:

- Event Attendance: 8,000
- Target Age: 24-55
- Advertising/Promotional Campaign Value: \$50,000

Promotional Opportunities:

- Presenting Sponsorship
- Car Show Naming Rights
- Stage Naming Rights
- Logo Inclusion



Sponsorship Opportunities

Presenting Sponsorship - \$7,500

Benefits: Acknowledgement as presenting sponsor in all marketing and promotional materials (eg: 'Tecate Thunder Thursday presented by XYZ Corp'); name/logo placement in all advertisements, on website and in press releases; PA announcements from stage; placement of 10 banners; 1 10'x10' vendor booth.

Motocross Sponsorship - \$5,000

Benefits: Naming rights to Motocross Stunt Show; name/logo placement in all advertisements, on website and in press releases; PA announcements from stage; placement of 7 banners; 1 10'x10' vendor booth.

Stage Sponsorship - \$4,000

Benefits: Naming rights to Main Stage; name/logo placement in all advertisements, on website and in press releases; PA announcements from stage; placement of 4 banners.

IRL Car Sponsorship - \$2,500

Benefits: Naming rights to IRL & Classic Car Show; name/logo placement in all advertisements, on website and in press releases; PA announcements from stage; placement of 2 banners.

**Please inquire about additional sponsorship and marketing partnership opportunities.*





Downtown Long Beach: Where Southern California Comes to PLAY!

Downtown Long Beach is one of Southern California's most unique waterfront urban destinations. With world class attractions like the legendary Queen Mary, the Aquarium of the Pacific and the Museum of Latin American Art, Downtown Long Beach is among the top destinations for hundreds of thousands of annual visitors.

Long Beach is California's sixth largest city and with more than 3,000 residential units recently completed in the Downtown area, there are more than 500,000 consumers who live, work and play within a few miles of our urban center.

The Downtown Long Beach Associates produces a series of dynamic public events throughout the year that attract a diverse audience, including local residents and visitors from Los Angeles and Orange County.

These events provide unique opportunities to showcase our partners to thousands of event-goers with wide-ranging interests and backgrounds.

We welcome the opportunity to customize a partnership that works for you!





Downtown Long Beach Area Demographics

- 6th Largest City in California
- 491,464: Population
- 31: Average Resident Age
- 43,100: Jobs in Downtown
- \$2.3 Billion: Combined Annual Earnings of Downtown Employees
- 16,000+: Number of Households in Downtown
- \$98,181: Average Household Income
- 5.5 Million: Number of Visitors Annually