



DOWNTOWN LONG BEACH ALLIANCE

LIVE AFTER 5 • TASTE OF DOWNTOWN • SUMMER AND MUSIC

SPONSORSHIP PACKAGES

INTRODUCTION

The Downtown Long Beach Alliance (DLBA) is a 501 (c) (6) non-profit organization operating on behalf of the tenants and commercial and residential property owners in Long Beach's Downtown and surrounding areas. It is dedicated to the management, marketing, security, maintenance, advocacy, economic and community development of its two assessment districts in cooperation with the City of Long Beach and the private sector.

Our mission is to cultivate, preserve and promote a healthy, safe and prosperous Downtown.

DLBA has been the voice of the Downtown Long Beach since 1937.

www.downtownlongbeach.org

MEDIA VALUE & REACH



10,000

Newsletter Subscribers



downtownlongbeach.org

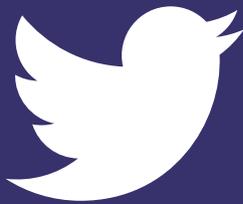
88.5K+

Unique Visits Per Year



\$1.1 Million

Events Total Economic Return



14.7K+

Twitter Followers



19K+

Instagram Followers



50K+

Facebook Fans



Live After 5 is a Downtown Long Beach Alliance sponsored event taking place on the third Thursday of every month from 5pm – 9pm. This is a free, family and pet-friendly event that rotates through the downtown districts bringing live music, art activations, entertainment and opportunities for community engagement throughout.

March 15
East Village & The Loop

April 19
Pine Ave & Promenade & The Loop

May 17
East Village & The Loop

June 21
**All of Downtown Long Beach /
Make Music Day**

July 19
Waterfront & The Loop

August 16
North Pine & The Loop

September 20
Pine Ave & Promenade & The Loop

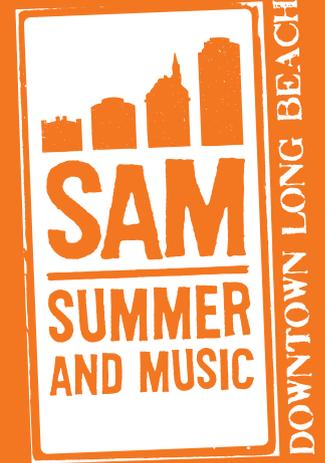
TASTE OF DOWNTOWN

Taste of Downtown features some of Downtown's finest restaurants serving up sample-sized portions of their signature dishes accompanied by an evening filled with live music, DJs, and other activations. The series takes place in three different neighborhoods in three different months: East Village April 25-26, Pine Avenue June 6-7, and the Waterfront August 29-30.

April 25 - 26
East Village Arts District

June 6 - 7
Pine Avenue

August 29 - 30
Waterfront



The all ages, family-friendly Summer and Music (SAM) series brings a full season of outdoor concerts to the streets of Downtown, including a huge funk festival, local band competitions and more.

May 17
SAM Kickoff
**Location: Fingerprints,
420 E. 4th Street**

June 23
FKA 720
Location: Promenade & Broadway

July 14
Twisted at The Pike
Location: The Pike Outlets

August 4
Bicycle Drive-In

September 8
Buskerfest
Location: East Village Arts District





LIVE
AFTER
5

Live After 5

Is a Downtown Long Beach Alliance sponsored event taking place on the third Thursday of every month from 5pm – 9pm. This is a free, family and pet-friendly event that rotates through the downtown districts bringing live music, art activations, entertainment and opportunities for community engagement throughout.

The Loop at Pine + Ocean is the hub location of each event and will offer live music, food and drink. An open-air trolley circulates between The Loop and the various locations being highlighted for the evening.

Attendees will be able to easily explore downtown discovering new businesses, enjoying live music and performances, benefit from extended shop hours, food and drink specials, art shows and more.

March 15

East Village & The Loop

April 19

Pine Ave & Promenade & The Loop

May 17

East Village & The Loop

June 21

All of Downtown Long Beach / Make Music Day

July 19

Waterfront & The Loop

August 16

North Pine & The Loop

September 20

Pine Ave & Promenade & The Loop

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	AMOUNT
HISTORIC OPEN-AIR TROLLEY • 1 Available For July, August, September events	\$3,000
LOOP ENTERTAINMENT • 1 Available For July, August, September events	\$1,000
PERFORMER • 24 Available	\$250
IN-KIND SPONSORSHIPS	
BAR SPONSOR	
PRINTING	
PERFORMANCE (MUSIC, ART, STROLLING)	
VOLUNTEER FOR EVENT LOGISTICS	

ASK US ABOUT CUSTOM PACKAGES

LONG BEACH OPEN-AIR TROLLEY

\$3,000

Each **Live After 5** event will feature a free open-air trolley, which transports patrons to various stops throughout downtown so they can experience all of the different restaurants and public spaces that are featuring musicians. The trolley will take a specific route for the entire four hours of the event, which changes monthly and will be visible to all drivers, pedestrians, and customers frequenting restaurants and shops throughout the route.

Included:

- Live After 5 Banner with your name listed as the trolley sponsor that is hung on the back of the trolley
- Logo/Name placement on Live After 5 Event Poster for remaining events that will be distributed to 200 local businesses
- Logo inclusion in monthly DLBA Email Newsletter sent to 10,000 subscribers
- Logo inclusion on event website with a link to your website, recognition and tags on Facebook event and Instagram promotional posts
- 2 dedicated Facebook posts mentioning you as the trolley sponsor with a link to your website
- Promotional materials located on the trolley

LOOP ENTERTAINMENT

\$1,000

The Loop, Downtown's newest public space on the corner of Ocean & Pine, is the hub of each monthly Live After 5 event and hosts alcohol, featured band, and main trolley stop. This is the most frequented spot for Live After 5 by patrons.

Included:

- Logo/Name placement on Live After 5 Event Poster for remaining events that will be distributed to 200 local businesses
- Logo inclusion in monthly DLBA Email Newsletter sent to 10,000 subscribers
- Logo inclusion on event website, recognition and tags on Facebook event and Instagram promotional posts
- Promotional item placed at ticket sales table

PERFORMER

\$250

Music, Art Performers, and Entertainers are what create Live After 5. Long Beach is proud to be home to so many talented artists who have a love for performing and want to share it with the community. Sponsoring an artist is a gift that truly gives back and allows you to support locally while enhancing the quality of life in Downtown Long Beach.

Included:

- Signage in front of performer that announces YOU as their sponsor
- Your name listed as a Performer Sponsor in DLBA Email Newsletter sent to 10,000 subscribers
- Name/Company name listed on event website, Facebook recognition for Live After 5 event

IN-KIND SPONSORSHIPS or CREATE YOUR OWN

We are always looking for people who would like to contribute their services or products as an in-kind sponsorship. **We are also happy to work with you to create a customized sponsorship package that fit your needs!** If you are interested, please connect with Crystal Angulo, Events & Development Manager directly to talk about the available opportunities and the benefits it has for you!





TASTE OF DOWN TOWN

Taste of Downtown

A three-part series that brings together the diverse culinary options throughout Downtown Long Beach. The events take place in April, June and August, rotating through three unique neighborhoods - the **East Village Arts District**, **Pine Avenue** and **Waterfront**. Downtown restaurants serve up sample-sized portions of signature dishes along with bar host providing beer on back-to-back nights as guests enjoy live music, art activations, and more. This is a free admission event that is family-friendly and pet-friendly.

East Village Arts District:

A wide street venue between 1st and Linden Ave., presenting boutique shop fronts with creative character. Fun lighting adorns the rooftops, as participating restaurants align the street within decorated tent booths. Live music entertains throughout the evening, and Makers Mart booths present an opportunity to shop local between guests' tasting experience.

Pine Avenue:

Several restaurants operate out of their location storefronts allowing them to take full advantage of their theme and individual flavors. Taking over the parking area between The Federal Bar and Moonshiners, additional restaurants set up decorative booths. Tasters stroll up and down the sidewalks

enjoying tastings, while being entertained by live music within this hot spot of DTLB.

Waterfront:

With an ocean view backdrop, the Waterfront offers a sunset leading into its Taste evening. Located on the wide pedestrian way at the opening of Pine Avenue Pier, restaurants adorn the pier path inviting tasters to stroll. Live music stationed on the pier brings just the right tone to an evening by the water.

April 25 - 26

East Village Arts District

June 6 - 7

Pine Avenue

August 29 - 30

Waterfront

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	AMOUNT
PRESENTING PARTNER • 1 Available per event	\$5,000
BEER GARDEN ENTERTAINMENT • 1 Available	\$1,000
WRISTBANDS	\$700
VENDOR/ACTIVATION SPACE • 6 Available	\$300
IN-KIND SPONSORSHIP	
AUDIO VISUAL	
BAR	
ENTERTAINMENT	
LIGHTING	
PRINTING & SIGNAGE	

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PRESENTING PARTNER SPONSOR

\$5,000

- DLBA & “Your Company Name” Present Taste of Downtown on all Taste of Downtown event posters that will be distributed to 200 local businesses
- 10x20 space with electricity for your activation (your company to provide tent, table, and/or other activation materials)
- Placement of 2 Company Banners at the event
- Logo inclusion in 2 monthly DLBA Email Newsletters sent to 10,000 subscribers
- Logo inclusion on event website, recognition and tags on Facebook event page and Instagram promotional posts
- 1 dedicated Facebook Post and 1 Boosted FB or Instagram post mentioning you as the Presenting Partner sponsor with a link to your website (boosted post will have an approx. reach of 6K)
- \$50 worth of Taste Tickets
- 2 admission tickets to the Aquarium of the Pacific

BEER GARDEN ENTERTAINMENT

\$1,000

This is a great opportunity to show your commitment to music and community in Long Beach. As the Beer Garden Entertainment Sponsor, you will receive the following benefits:

- Entertainment Sponsored by “Your Company Name” on all Taste of Downtown event posters that will be distributed to 200 local businesses
- Custom made banner with logo and verbiage “Entertainment Sponsored by Your Company Name” hung in the beer garden for two-day event in a prominent place that all those hanging out, eating and drinking will be able to see.
- Logo inclusion in 2 monthly DLBA Email Newsletters sent to 10,000 subscribers
- Logo inclusion on event website, recognition and tags on Facebook event page and Instagram promotional posts
- \$20 worth of Taste Tickets

WRISTBANDS

\$700

Every person who attends the event and wishes to purchase beer or wine will need to get a wristband. This is an opportunity to have your company name and logo front and center to over 2,000 people.

Included:

- Logo or name and website on wristbands that will be distributed to all attendees that are 21+ who would like to purchase alcohol
- Logo inclusion on event website and recognition on Facebook event page
- Logo inclusion in 2 monthly DLBA Email Newsletters sent to 10,000 subscribers

VENDOR/ACTIVATION SPACE \$300 (option of one day only, \$200)

- 10x10 vendor space
- Company to provide all materials (tent, table, chairs)
- 1 light included

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10 YEARS



SAM

**SUMMER
AND MUSIC**

DOWNTOWN LONG BEACH

Summer and Music (SAM)

Is back to celebrate its 10th year! Launching on May 17 is the SAM Kick Off media night to be held at Fingerprints.

SAM Kick Off is a public and media evening to announce the series' programming with the accompaniment of past Buskerfest participants.

FKA 720 merges music and the skateboard culture into a high-octane event. Skateboarders perform bigspins, darkslides, fliptricks and more to booming sounds. This is a visual and auditory combo not to be missed!

Twisted at the Pike is a creepy and wonderful, extravagant extravaganza! A thrilling sensory journey to a twisted carnival filled with live music, dance, magic and strolling performers creates an experience not soon forgotten!

Buskerfest is the annual closer of the series. A busker is a person who entertains in a public place for donations, which is the theme of the event. This all-walks-of-life musical gathering positions local and regional bands performing on multiple stages set up on flatbed trucks in the East Village Arts District. Wooden nickels are used to vote and cheer on your favorite acts throughout the night. Hundreds will be found dancing the night away in the streets.

Combining music, cinema and Long Beach's love of bikes, **Bicycle Drive-In** is back! A designated location will be identified for bicyclists to ride and converge in order to enjoy watching a film in an outdoor setting.

May 17

SAM Kick Off

Location: Fingerprints, 420 E. 4th Street

June 23

FKA 720

Location: Promenade & Broadway

July 14

Twisted at The Pike

Location: The Pike Outlets

August 4

Bicycle Drive-In

September 8

Buskerfest

Location: East Village Arts District

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	TWISTED AT THE PIKE	BICYCLE DRIVE IN	BUSKERFEST
	5,000 attendees	1,500 attendees	2,000 attendees
PRESENTING PARTNER • 1 Available per event	\$10,000	\$5,000	\$5,000
ENTERTAINMENT PRESENTED BY• 1 Available per event	\$4,000	\$1,000	\$4,000
WRISTBAND • 1 Available per event	\$1,000	\$500	\$500
One (1) Available per event	\$2,500	\$2,500	\$2,500
EXHIBITOR/ACTIVATION	\$200	\$200	\$200
UNIQUE EXPERIENCE PRESENTED BY...	\$500-\$2000	\$500-\$2000	\$500-\$2000
IN-KIND SPONSORSHIPS			
BEER	Fulfilled	Fulfilled	Fulfilled
WINE			
LIGHTING			
FLATBED TRUCKS	N/A	N/A	
STAGING	Fulfilled	Fulfilled	Fulfilled
AUDIO VISUAL	Fulfilled	Fulfilled	Fulfilled
PRINTING & SIGNAGE			
LED SCREENS			

ASK US ABOUT CUSTOM PACKAGES

PRESENTING PARTNER SPONSOR

- DLBA & “Your Company Name” Present [Event Name] on all Taste of Downtown event posters that will be distributed to 200 local businesses
- 10x20 space with electricity for your activation (your company to provide tent, table, and/or other activation materials)
- 2 Stage/Mic opportunities: Introduce the event and about your company
- Placement of 2 Company Banners at the event
- Logo inclusion in 2 monthly DLBA Email Newsletters sent to 10,000 subscribers
- Logo inclusion on event website, recognition and tags on Facebook event page and Instagram promotional posts
- 1 dedicated Facebook Post and 1 Boosted FB or Instagram post mentioning you as the Presenting Partner sponsor with a link to your website (boosted post will have an approx. reach of 6K)
- \$100 worth of food/drink tickets
- Additional benefits for Twisted at the Pike, ask Crystal for details

ENTERTAINMENT SPONSOR

- Large Banner/Stage Wrap on main stage with Entertainment Presented by “Your Company Name” and logo
- 10x10 space with light for your activation (your company to provide tent, table, and/or other activation materials)
- Stage/Mic opportunity: A representative from your company will announce the signature entertainment group
- Logo inclusion in 2 monthly DLBA Email Newsletters sent to 10,000 subscribers
- Logo inclusion mentioning your company as the entertainment sponsor on event website, recognition and tags on Facebook event page and Instagram promotional posts
- 1 dedicated Facebook Post mentioning you as the Presenting Partner sponsor with a link to your website
- \$50 worth of food/drink tickets

WRISTBANDS

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Included:

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- Logo inclusion on event website and recognition on Facebook event page
- Logo inclusion in 2 monthly DLBA Email Newsletters sent to 10,000 subscribers

VENDOR/ACTIVATION SPACE **\$200**

- 10x10 vendor space
- Company to provide all materials (tent, table, chairs)
- 1 light included

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AVAILABLE
310.989.6162
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BUILDING



We look forward to collaborating with you!

Downtown Long Beach Alliance (DLBA)

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1.38 UN-SQUARE MILES