



2024

DOWNTOWN CHULA VISTA
SPONSOR OPPORTUNITIES

DOWNTOWN CHULA VISTA



Downtown Chula Vista flourishes as a vibrant, ever-growing community nestled in the heart of the South Bay. Renowned for its iconic Third Avenue, stretching between E and H streets, this neighborhood boasts a variety of lively restaurants and cafes serving authentic flavors, locally owned boutiques showcasing the essence of South Bay, and captivating murals that make it an ideal destination for families. Filled with beautiful parks and community spaces and emanating a warm, welcoming atmosphere, Downtown Chula Vista draws both residents and visitors to the South Bay, offering an enriching cultural experience.

The Downtown Chula Vista Association is a 501(c)(3) corporation that advocates on behalf of its members' best interests in the areas of public safety, beautification, promotion, and economic development, while preserving the unique cultural resources and community that exist in the heart of Chula Vista. Serving as the longest running Business Improvement District in Chula Vista, the Downtown Chula Vista Association is currently pivoting their focus in preparation for the coming years of growth, while continuing to celebrate the rich history of this tight-knit community.

WHO WE REACH

Location + Audience

In the vibrant landscape of Downtown Chula Vista, the reach extends to a diverse and engaged demographic reflective of the neighborhood's rich cultural fabric. With a strong Mexican influence and deeply rooted traditions, the audience embodies the spirit of family and community. From bustling streets lined with authentic eateries to community events that celebrate the collective heritage, Downtown Chula Vista thrives as a hub where generations come together to connect. The neighborhood is deeply invested in preserving and celebrating its unique cultural heritage while embracing innovation and growth. Here in Downtown Chula Vista, brands have the opportunity to connect with a diverse audience that values tradition, family, and community spirit.



Our monthly newsletter reaches **2,700+ unique subscribers** and has an average **36% open rate**.



Our events attract a **wide demographic in age and ethnicity** with attendance for events ranging from **700 to 65,000**.



FACEBOOK
13,000+
Followers



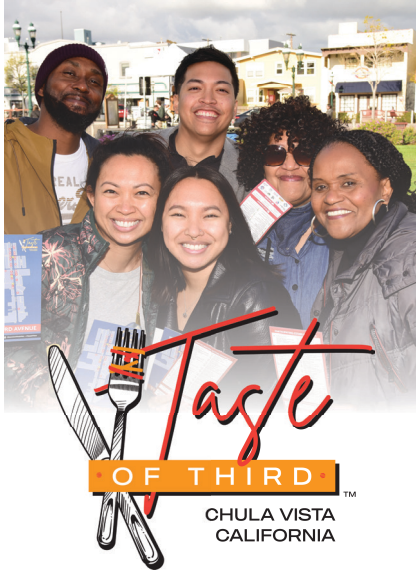
INSTAGRAM
11,600+
Followers



TIKTOK
330+
Followers

**Data snapshot as of January 1, 2024.*

OUR EVENTS

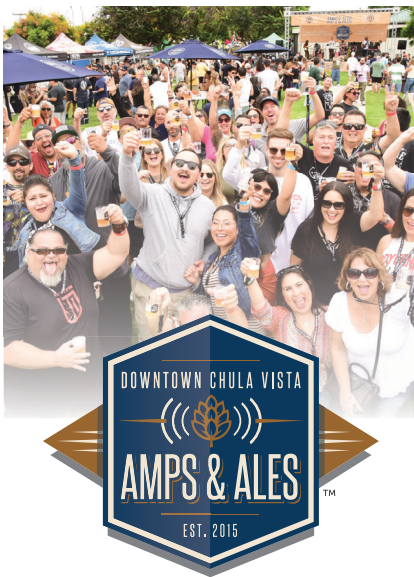


TASTE OF THIRD

March 21, 2024 from 4:00pm to 8:00pm

Taste of Third is a lively celebration of the thriving Third Avenue neighborhood, offering a delicious showcase of established and new businesses. This culinary event not only highlights the diverse flavors of the area, but also celebrates the numerous new establishments that contribute to the neighborhood's dynamic growth and innovation. Attendees can enjoy a flavorful journey that reflects both the established gems and the exciting new additions to the community.

TASTE OF THIRD REACH



AMPS & ALES

June 1, 2024 from Noon to 4:00pm

Celebrate the burgeoning craft beer scene in Downtown Chula Vista at Amps & Ales, with dozens of breweries offering tastes of their unique brews! It's an event for everyone, with craft beer, live music, delicious bites, and more. Local musicians are welcomed to the main stage to provide a fun, exciting atmosphere for attendees to connect with friends, family, and the community while they enjoy all that Downtown Chula Vista has to offer. Mingle with local business owners and support their craft at this incredible event.

AMPS & ALES REACH



* The numbers are based on the circulation and UVPM reported by media to a trusted media database called MuckRack. There is no multiplier applied.

OUR EVENTS



LEMON FESTIVAL

August 17, 2024 from 11:00am to 6:00pm

Embrace the zest of Chula Vista's agricultural heritage by supporting the Lemon Festival. The Downtown Chula Vista Association completely transforms Third Avenue into a lemon-filled oasis. In addition to the many lemon-themed bites and sips, attendees enjoy live music, photo setups, a lemon cook-off competition, arts and crafts vendors, a costume contest, and a kid's zone for families. Having held the title of "Lemon Capitol of the World" in the early 1900s, the annual Lemon Festival in Downtown Chula Vista is an amazing way to remember and pay homage to the community's agricultural history.

LEMON FESTIVAL REACH

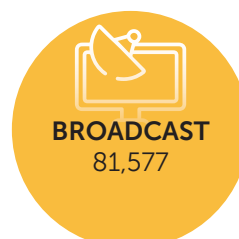


DÍA DE LOS MUERTOS CELEBRATION

November 2, 2024 from 3:00pm to 8:00pm

Dive into the heart of Mexican culture and community with the Día De Los Muertos celebration. Downtown Chula Vista is transformed into a beautiful and lively, cempacuchil-filled extravaganza to celebrate the lives of passed loved ones. The free community event is more than just an exciting experience for the entire family; it's a cherished tradition that brings the entire community together to commemorate departed loved ones while embracing the joy that life brings. The Día De Los Muertos celebration features a community altar, altar contests, dance performances, contests, food and drink vendors, and themed photo opportunities.

DÍA DE LOS MUERTOS CELEBRATION REACH



* The numbers are based on the circulation and UVPm reported by media to a trusted media database called MuckRack. There is no multiplier applied.

OUR EVENTS



STARLIGHT PARADE & FESTIVAL

December 8, 2024 from 3:00pm to 9:00pm

The Starlight Parade & Festival, a longstanding tradition in Downtown Chula Vista, unites the community in a festive celebration while providing vital support to local businesses. This annual event lights up the streets with a dazzling parade and holiday market, creating a vibrant atmosphere where residents can enjoy the holiday spirit and discover the diverse offerings of their neighborhood businesses. It's a beloved tradition that not only showcases the vibrancy of Downtown Chula Vista, but also strengthens the bond between the community and its local establishments.

STARLIGHT PARADE & FESTIVAL REACH



CHULA VISTA FARMERS' MARKET

Every Sunday from 10:00am to 2:00pm

Rain or Shine, the Downtown Chula Vista Farmers' Market invites everyone to come out and enjoy bites, sips, and trinkets from local vendors every Sunday from 10:00am to 2:00pm. With over 60 tents to explore next to the iconic Memorial Park, this farmers market allows for a welcoming environment for the community and visitors to join together while walking along the beautiful streets of Downtown Chula Vista. Bring home some local produce, baked goods, fresh flowers, salsa, and much more.

CHULA VISTA FARMERS' MARKET REACH



* The numbers are based on the circulation and UVPM reported by media to a trusted media database called MuckRack. There is no multiplier applied.

SPONSOR OPPORTUNITIES

FLAGSHIP EVENTS

SPONSORSHIP LEVEL	Community Partner \$1,000	Exhibitor \$2,000	Select Partner \$7,500	Premier Partner \$10,000	Legacy Partner \$20,000
Hyperlink Logo on DCV Website	✓	✓	✓	✓	✓
Logo on Printed Collateral (Event Day)	✓	✓	✓	✓	✓
Logo on Marketing Material (Pre-Event)			✓	✓	✓
Booth Space (10x10)		✓			
Category Exclusive			AVAILABLE	AVAILABLE	✓
Activation Space (10x10 or Larger)			✓	✓	✓
Zone / Area Naming Rights				✓	✓
TV / Media / Digital Coverage**				AVAILABLE	✓
"Presented by" on All Collateral					✓



August 2024
Attendance
25,000



November 2024
Attendance
15,000

** TV / Media / Digital opportunities are subject to media outlet and may have restrictions.

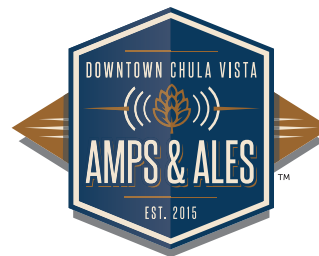
SPONSOR OPPORTUNITIES

ANCILLARY EVENTS

SPONSORSHIP LEVEL	Community Partner \$500	Exhibitor \$1,000	Select Partner \$3,500	Premier Partner \$5,000	Legacy Partner \$15,000
Hyperlink Logo on DCV Website	✓	✓	✓	✓	✓
Logo on Printed Collateral (Event Day)	✓	✓	✓	✓	✓
Logo on Marketing Material (Pre-Event)			✓	✓	✓
Booth Space (10x10)		✓			
Category Exclusive			AVAILABLE	AVAILABLE	✓
Activation Space (10x10 or Larger)			✓	✓	✓
Zone / Area Naming Rights				✓	✓
TV / Media / Digital Coverage**				AVAILABLE	✓
"Presented by" on All Collateral					✓



March 2024
Attendance
700



June 2024
Attendance
1,500

** TV / Media / Digital opportunities are subject to media outlet and may have restrictions.

SPONSOR OPPORTUNITIES

SPECIALTY EVENTS

Downtown Chula Vista is the home of many amazing events and activations including specialty events that have their own sponsorship opportunities, please email events@downtownchulavista.com for more details.



Every Sunday in 2024

Attendance
2,000 a Week



December 2024

Attendance
65,000



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DOWNTOWN CHULA VISTA ASSOCIATION

**353 Third Avenue
Chula Vista, CA 91910**

619.422.1982

DowntownChulaVista.com

**Greater Third Avenue Improvement Association
DBA Downtown Chula Vista Association
A Non-Profit 501c3 Corporation
Fed Tax ID No. 87-4189235**

WHERE CULTURE & COMMUNITY MEET