

# 2023 EVENTS

## SPONSORSHIP OPPORTUNITIES



WHERE CULTURE & COMMUNITY MEET



[DOWNTOWNCHULAVISTA.COM](http://DOWNTOWNCHULAVISTA.COM)

# NEW LOOK, SAME NEIGHBORHOOD FEEL

In 2022, Downtown Chula Vista launched a rebrand to further develop its neighborhood identity. This extended to each event, including new logos to lead a distinctive and cohesive look. To go along with a fresh new look that honors the legacy of the community, new management was brought on to revitalize the annual events that Chula Vista has fostered over the span of nearly 30 years.

Across the board, all existing events saw notable improvements in attendance, awareness, footprint size, amount of vendors and aesthetic appeal. **Taste of Third** sold out for the very first time, **The Lemon Festival** quadrupled its footprint size and vendor count, and **Amps & Ales** added a second stage featuring national music acts, and had more participating breweries than ever before.

## FOUR ANNUAL EVENTS AND MORE TO COME

### TASTE OF THIRD

MARCH 2023 | 1300 ESTIMATED ATTENDANCE



### LEMON FESTIVAL

AUG 2023 | 30,000 ESTIMATED ATTENDANCE



### AMPS & ALES

SEPT 2023 | 2500 ESTIMATED ATTENDANCE





Taste of Third is back for its 27th year! This year's event will be hosted in March 2023. Attendees will enjoy international bites and sips from over 20 restaurants as labeled on their *Taste of Third Passport*. Participants will then make their way to each stop and pick up their "tastes," while enjoying live music and taking in the charm of Downtown Chula Vista.



This event presents a unique opportunity for potential sponsors and exhibitors to market a diverse audience in Chula Vista. Partners are showcased at the check-in area and are assigned to a strategic point along the route, ensuring that all 850 ticketed attendees and approximately 450 pedestrians stop by for a visit.



For the second year, under new management of Fuse Events, the event features our redesigned marketing plan that includes a new PR team and advertising campaign. Taste of Third will be promoted to a larger audience, including local publications and news outlets such as KUSI, FOX 5 and ABC 7, among others.



[TASTEOFTHIRDCV.COM](http://TASTEOFTHIRDCV.COM)



Chula Vista has a juicy history with lemons. In the early 1900s, the town's boom in citrus growth gave it the title, "Lemon Capital of the World." For the past two and a half decades, we've celebrated that legacy with the Lemon Festival: a citrus-centric community event, welcoming tens of thousands of attendees to Downtown Chula Vista.

This free-to-attend festival features lemon-infused activities, live music, lemon-themed contests, lemony snacks and beverages, and countless other zesty vendors and activities to enjoy with family and friends. From a sponsor perspective, this event truly makes lemonade out of lemons, with endless foot traffic throughout the day. The Lemon Festival aims for inclusivity, attracting attendees of every age, sex, race, and ethnicity from San Diego County and beyond. For the second year under new management by local event producer, Fuse Events, The Lemon Festival has taken an upgraded approach to marketing and public relations. The event is promoted to a larger audience than ever before, including every leading local publication and news outlets such as KUSI, Fox 5, ABC 7 and Televisa- Univision, among others.



LEMONFESTIVALCV.COM



With the first brewery opening in 2015, Downtown Chula Vista has quickly become the home of the South Bay's craft beer boom. Many up and coming breweries and tap rooms call Third Avenue home, including Bar Sin Nombre, Chula Vista Brewery, Groundswell Brewing, The Balboa South, The Vogue Tavern, Third Avenue Alehouse and Thr3e Punk Ales, with more and more establishments coming to the area every year.



This premiere craft beer and music festival features over 30 local San Diego County breweries and live music from the area's most talented groups. Redesigned in 2022, the event footprint has been increased to include Memorial Park and two city blocks on Third Avenue. With the help of our PR team, Olive Creative Strategies, the event will be promoted to a larger audience, including every leading local publication and news outlets such as KUSI, Fox 5, ABC 7 and Televisa-Univision, among others.



[AMPSANDALESCV.COM](http://AMPSANDALESCV.COM)

# SPONSOR PRICING & OPTIONS

Sponsor Levels	Logo on event collateral	Hyperlinked logo on website	Activation space	Category Exclusivity	"Presented by" name included in title	Open to discuss other options
Community Partner	✓	✓				✓
Exhibitor	✓	✓	✓			✓
Beer & Wine Garden / Stage / Kid's Area Sponsor	✓	✓	✓	Available	Available	✓
Title Sponsor	✓	✓	✓	✓	✓	✓



## Taste of Third - March 2023



Third Avenue, Chula Vista



1,300 expected attendees

Community Partner: \$500  
 Exhibitor 10x10 space: \$1,000  
 Title Sponsor: \$20,000



## Lemon Festival - Aug. 2023



Third Avenue, Chula Vista



30,000 expected attendees

Community Partner: \$500  
 Exhibitor 10x10 space: \$2,000  
 Area\* Sponsor: \$10,000  
 Exclusive Area\* Sponsor: \$15,000  
 Title Sponsor: \$25,000

\*Areas include 2 stages, beer & wine garden and kid's area



## Amps & Ales - Sept 2023



Third Avenue, Chula Vista



2,500 expected attendees

Community Partner: \$500  
 Exhibitor 10x10 space: \$1,000  
 Stage Sponsor: \$7,500  
 Exclusive Stage Sponsor: \$10,000  
 Title Sponsor: \$20,000

## CONTACT US



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