



2024



EAST VILLAGE SAN DIEGO
SPONSOR OPPORTUNITIES

EAST VILLAGE SAN DIEGO



East Village is San Diego's largest downtown business district and neighborhood, encompassing 130 blocks, between Seventh Avenue to 17th Street. More than 700 businesses are located in the thriving urban enclave including vibrant culinary experiences, hip gathering spots and bustling watering holes, unique shopping experiences, premier educational institutions, one-of-a-kind retail, artistic installations and PETCO Park-the home of the San Diego Padres. East Village's distinctive charm continues to draw locals and visitors to its diverse and vibrant community with a unique mix of arts, culture, education, and entertainment.

The East Village Association, Inc. (EVA) is a nonprofit corporation 501c3 that manages the East Village Business Improvement District. The EVA encourages economic development and growth in the downtown district and business community through revitalizing public spaces, event development and productions, and public policy and programs.

WHO WE REACH

Location + Audience

A melting pot of cultures and ethnicities, East Village has something for everyone. With a variety of hip gathering spots and nightlife destinations, the neighborhood predominantly attracts a younger crowd.

Drawn to some of the chic neighborhood high rises like Radian, Park 12, Alexan ALX, and more, those who enjoy the hustle and bustle of city living thrive in this vibrant community. Steps from their doors is a oasis of diverse culinary experiences including Michelin guide restaurants like Sovereign Modern Thai and Callie and state-of-the-art fitness centers including Invictus Fitness and FIT Athletic. As one of the top destinations for art, food and architecture, East Village also offers many family-friendly experiences including quick and easy bites, hip retail shops and of course, baseball games and entertainment at Petco Park.



Our monthly newsletter reaches **1,710+ unique subscribers** and has an average **29% open rate**.



Our events attract a **wide demographic in age and ethnicity** with attendance for events ranging from **300 to 50,000**.



FACEBOOK
7,000+
Followers



INSTAGRAM
11,500+
Followers



TIKTOK
195+
Followers

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

OUR EVENTS



EAST VILLAGE BLOCK PARTY

March 30, 2024 from 10:00am to 4:30pm

Grab your family and friends and join the East Village Association in welcoming baseball season back in San Diego with the East Village Opening Day Block Party. Taking place on J St from 7th to 10th Avenue in front of Petco Park, this event honors all things East Village including local small businesses, live music and entertainment, tasty bites, beer and cocktails, local retail vendors, photo opportunities, a variety of fun family-friendly activities, and of course a celebration of East Village's very own San Diego Padres. Open to all ages, the free celebration is the perfect way to celebrate the community and our beloved team.

EAST VILLAGE BLOCK PARTY REACH



TASTE OF EAST VILLAGE

August 28 & 29, 2024 from 4:00pm to 8:00pm

Taste of East Village captures the essence of the neighborhood's culinary diversity, providing a flavorful experience for attendees. This event serves as a platform to highlight and celebrate local businesses, offering guests a chance to savor the distinct flavors of East Village. Through a showcase of the area's vibrant food scene, Taste of East Village creates a communal celebration that supports and promotes the culinary gems within the neighborhood.

TASTE OF EAST VILLAGE 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



EAST VILLAGE OKTOBERFEST

October 5, 2024 from 1:00pm to 7:00pm

Delve into the unique blend of German culture and Mexican influences at Oktoberfest in East Village. Witness East Village's transformation into a modern faced Oktoberfest activation with one-of-a-kind Latin flair for the evolving East Village community. The lively event will highlight the history of German influence on Mexican lager, music and food, with guests sampling a variety of the best lagers, ales, local brews while enjoying live musical performances and a variety of activations. East Village's Oktoberfest is a celebration of diversity and cultural exchange by not only entertaining but educating. It's a celebration of a rich cultural tapestry that defines our community. The event is 21+.

EAST VILLAGE OKTOBERFEST REACH



EAST VILLAGE SALUTES!

Date and Time TBD

To celebrate the brave men and women who have served our nation, East Village SALUTES! promises a day of festivities, gratitude, and community spirit. Taking place on Veteran's Day weekend, East Village SALUTES! is dedicated to honoring Veterans and underscoring the remarkable contributions they continue to make within our East Village community. The event will not only pay homage to our heroes but will also highlight the thriving Veteran-owned businesses in the area. Attendees can look forward to a street festival-style atmosphere with activities for all ages. The free event will feature a variety of attractions, including Veteran-owned business vendor booths, live musical performances, and family-friendly activities that promise fun for all ages.

EAST VILLAGE SALUTES 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



EAST VILLAGE TREE LIGHTING & HOLIDAY MARKET

November 30, 2024 from 3:00pm to 7:00pm

The East Village Tree Lighting, held in the heart of Downtown San Diego, is a festive event that illuminates the neighborhood with holiday cheer through enchanting lights and a bustling holiday market. This event uniquely reflects the flavors of East Village, serving as a vibrant showcase for local businesses in the heart of downtown, where attendees can discover and support the diverse offerings of the community while enjoying the magic of the tree lighting ceremony.

EAST VILLAGE TREE LIGHTING & HOLIDAY 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 East Village 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

15,000+ Attendees



October 2024

6,500+ Attendees
(Ticketed)

** 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 \$10,000
Hyperlink Logo on East Village 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					✓



**EAST VILLAGE
SALUTES!**

TBD

1,500+ Attendees



**TASTE OF
EAST VILLAGE
SAN DIEGO**

August 2024

700 Attendees
(Ticketed)



**East Village
TREE LIGHTING &
HOLIDAY MARKET**

December 2024

5,000+

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

SPONSOR OPPORTUNITIES

OTHER OPPORTUNITIES



The East Village Association has an additional branding opportunity, the East Village Banner Program, that catches anywhere between 6,500 to 25,000 sets of eyes per day. The Banner Program has an inventory of almost 400 5-foot and 8-foot banner brackets that span over 130 city blocks.

Brackets are available to be rented on a monthly basis and the rate given only encompasses the rental fee and not fabrication or installation.

For more information about the East Village Banner Program or others, please email events@eastvillagesandiego.com.

[INTENTIONALLY LEFT BLANK]



EAST VILLAGE ASSOCIATION

**1041 Market Street #200
San Diego, CA 92101**

619.546.5636

EastVillageSanDiego.com

**A Non-Profit 501c3 Corporation
Fed Tax ID No. 61-1558972**