



SPONSORSHIP AND DONATION PACKAGE



CITY OF HERMOSA BEACH | COMMUNITY RESOURCES DEPARTMENT

710 Pier Avenue, Hermosa Beach, CA 90254

www.hermosabeach.gov/concertseries

Phone: (310) 318-0280 Email: concertseries@hermosabeach.gov

HERMOSA BEACH CONCERT SERIES

ABOUT

The Hermosa Beach Concert Series kicked off in 2024, honoring the City's 25-year tradition of free concerts. Up to 5,000 Hermosa Beach residents and South Bay locals groove to tunes by the shore, with a backdrop of the iconic Hermosa Beach Pier.

DATE & TIME

The two Sundays following Labor Day weekend, annually.

THIS PACKET DETAILS WAYS TO SUPPORT THE HERMOSA BEACH CONCERT SERIES:

- BY BECOMING A SPONSOR, WHICH WILL ALLOW YOUR ORGANIZATION TO SHOWCASE YOUR MISSION, ENHANCE BRAND AWARENESS, AND ENGAGE WITH THE SOUTH BAY COMMUNITY; OR
- BY BECOMING A FRIEND OF THE CONCERT THROUGH A DONATION.

YOUR SUPPORT WILL ASSIST WITH FUNDING THE PRODUCTION AND TALENT COSTS FOR THE HERMOSA BEACH CONCERT SERIES.





SPONSORSHIP LEVELS



PRICING TO BE DETERMINED BASED ON SPONSORSHIP LEVEL AND DESIRED SPONSORSHIP BENEFITS

PLATINUM SPONSOR

- 10' by 10' activation space* on Pier Plaza on event days
- Verbal acknowledgement from concert stage
- Logo placement on stage banner **and street banner**
- Logo placement on marketing materials: social media, City website, and event flyer
- 10' by 10' activation space on the Beach** south of the Pier on event days

GOLD SPONSOR

- Logo placement on stage banner
- Logo placement on marketing materials: social media, City website, and event flyer
- 10' by 10' activation space on the Beach** south of the Pier on event days

SILVER SPONSOR

- Logo placement on marketing materials: social media, City website, and event flyer
- 10' by 10' activation space on the Beach** south of the Pier on event days

**Platinum Sponsors provided a 10' by 10' activation space on Pier Plaza will be permitted to sell items upon securing a Business License with the City.*

***All sponsorship levels provided a 10' by 10' activation space on the Beach will only be permitted to provide giveaways, or information on their organization, goods, or services. Sales are not permitted on the beach.*

**SPONSORSHIP APPLICATION AVAILABLE AT
WWW.HERMOSABEACH.GOV/CONCERTSERIES**

The City reserves the right in its sole discretion to deny any sponsorship request not aligned with the core values, mission, and vision of the City.

FRIEND OF THE CONCERTS



The City of Hermosa Beach appreciates donations to help fund the Hermosa Beach Concert Series. Contributors will receive acknowledgment on the City's dedicated concert series webpage, www.hermosabeach.gov/concertseries, and at the City's designated booth during each event as Friends of the Concerts.

ALL DONATIONS ARE TAX DEDUCTIBLE

**TO BECOME A FRIEND OF THE CONCERTS, DONATE AT
WWW.HERMOSABEACH.GOV/CONCERTSERIES**