



# **BRING BACK THE BEACH GALA 2019**

Thursday May 23, 2019

5:00pm - 10:00pm

The Jonathan Beach Club

Santa Monica, CA

SPONSORSHIP KIT



## ABOUT

With the support of 12,000 members and 25,000 active volunteers, Heal the Bay is one of the most effective environmental nonprofits in greater Los Angeles. Driven by consensus thinking, we advocate for practical solutions to complex problems along our coastline and inland communities. Using science-based advocacy, we fight for thriving oceans, healthy watersheds and smart-water management.

## GALA SPONSORSHIPS

Sponsoring a table at our event is an excellent way to show your support for Heal the Bay. Previous table sponsors include **The Walt Disney Company, Boeing, and Wells Fargo.**

## EVENT ACTIVATIONS

The Bring Back the Beach Gala is the perfect platform to showcase your brand to an environmentally minded audience. Select from predesigned activations or create a unique experience for our guests. Previous activations include **LA Car Guy, Nosotros Tequila, and The Real McCoy Rum.**

## TRIBUTE JOURNAL

Our Tribute Journal is a full color program given to all 800+ attendees. It includes information about the Heal the Bay and this year's Honorees in addition to ads from Businesses, Community Organizations and Individuals.

## LIVE & SILENT AUCTIONS

Our live and silent auctions provide entertainment for event guests as well as an opportunity to expose your brand or product to a new audience.







## **BRING BACK THE BEACH GALA 2019**

L.A.'s biggest beach party always draws an eclectic crowd — from Venice artists to Silver Lake activists, DTLA policy wonks to South Bay surfers. Buoyed by tasty cocktails and good vibes, our guests came out in beach-chic style to support our biggest fundraiser of the year!

### **EVENT SPONSORSHIP**

By sponsoring our gala, you support our ongoing goal of keeping the coastal waters & watershed of Los Angeles safe, healthy and clean.

### **ENGAGEMENT STATISTICS**

**800+**

event attendees

**100K**

social media  
impressions

**50K**

email  
subscribers

### **SOCIAL MEDIA FOLLOWING**



17.4K



46.7K



33.3K

### **CONTACT US**

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[HealTheBay.org/BBB](http://HealTheBay.org/BBB)



# GALA SPONSORSHIPS

## EVENT TICKETS & SPONSORSHIPS

### ALL PREMIUM SPONSORSHIPS INCLUDE:

One of the Following:

- Office Lunch n' Learn
- Suits on the Sand Private Clean Up\*\*

Access to the VIP Reception

Beach Breeze Shawl for Table Guests

Logo Placement on Event Website and Printed Material†

### SPONSORSHIP ADD ONS:

- VIP Parking - \$250 per Vehicle
- Upgraded Wine Package - \$1,500 per Table
- Beach Breeze Shawl - \$300 per Table

## PREMIUM SPONSORSHIPS

### OCEAN PROTECTOR - \$25,000

#### INCLUDES ONE TABLE FOR 12 GUESTS

The Ocean Protector Sponsorship includes a table located in the Premier Seating Section of the event, six VIP parking passes, and all premium sponsorship benefits. It also includes a **Gold Full Page Ad** in the event Tribute Journal, and a **private rental** of the Heal the Bay Aquarium at the Santa Monica Pier.\*

### BEACH GUARDIAN - \$10,000

#### INCLUDES ONE TABLE FOR 10 GUESTS

The Beach Guardian Sponsorship includes a table in the **Premier Seating Section**, 3 VIP parking passes, a **Half Page Ad** in the event Tribute Journal, and all premium sponsorship benefits.

## SPONSORSHIPS & TICKETS

### REEF DEFENDER - \$7,500

#### INCLUDES ONE TABLE FOR 10 GUESTS

The Reef Defender Sponsorship includes a **Half Page Ad** in the event Tribute Journal.

### KELP ADVOCATE - \$5,000

#### INCLUDES ONE TABLE FOR 8 GUESTS

### VIP TICKET - \$1,000

VIP Tickets includes Access to the **VIP Reception**.

### INDIVIDUAL TICKET - \$600

\*Maximum 50 Guests. Subject to Aquarium Availability.

\*\*Monday - Friday between 10:00am and 4:00pm at select Beach Locations

† Subject to Material Printing Deadline. Contact Advancement Department for details.



# EVENT ACTIVATIONS

## FEATURED OPPORTUNITIES



## VIP RECEPTION

The VIP Reception is a unique opportunity to showcase your product or brand to our top level sponsors and VIP's.

This activation is completely customizable and can be tailored to your unique brand needs.

*Activation pricing begins at \$5,000.*

## PHOTO EXPERIENCE

Our digital photo booth is always a crowd pleaser! This activation provides a branded entertainment experience that guests can share to social media during and after the event.

*Activation pricing begins at \$7,500.*



## CUSTOM ACTIVATIONS

The exclusive backdrop of the Jonathan Beach Club & our gala provide a unique opportunity to stage a custom activation. The possibilities are endless, and we would love to feature your brand at our event!

*Contact for Pricing*



## TRIBUTE JOURNAL

Our Tribute Journal is a full color program given to all 800+ attendees. It includes all event information, profiles of event Honorees and ads from Businesses, Community Organizations and Individuals. Tribute Journal ads come in two sizes: **Full Page** and **Half Page** and start at \$1,250. Full Page ads are divided into three sections, Gold, Silver, and Bronze and feature a matching border.

	Sponsorship Level	Full Page
AD	Gold Level	<b>\$3,500</b>
AD	Silver Level	<b>\$3,000</b>
AD	Bronze Level	<b>\$2,500</b>
	Half Page	<b>\$1,250</b>



## SPECIALTY ADS

### Back Cover - \$10,000

With only one available, this is the prime advertising placement for your ad on the event tribute journal.

### Inside Front or Back Cover - \$7,500

Sponsors may choose either the inside front or inside back cover of the event tribute journal.

### Tribute Journal Article - \$5,000

Our communications team will work with you to create an article about your commitment to the environment or connection to the Honorees. This article will also be featured on Heal the Bay's website and other digital platforms.

*Approximately 700 words and 3-5 images*

*All artwork must be received by **4/26/19**. Artwork format should be 300dpi and in the following formats: EPS, PDF, High Resolution jpeg or tiff.*





# SILENT & LIVE AUCTION

By donating to the Bring Back the Beach Auction, your product or service is introduced to our eclectic mix of guests. These guests look to support businesses that share Heal the Bay's vision for a cleaner greener Los Angeles.

Thanks to the generosity of our auction donors, we raise more than **one-fifth** of our annual operating budget in a single evening!



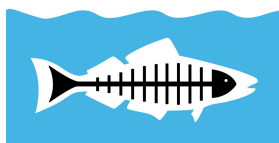
*"We participate in the gala auction because our mission statements align, and our products help save the ocean."*

Larada Lamsam,  
founder of Washed Ashore Jewelry



Proceeds from our silent & live auctions underwrite a number of programs, including water quality monitoring, subsidized field trips for underserved youth, and the ongoing operation of the Heal the Bay Aquarium at the Santa Monica Pier.

To donate an auction item, please email [bbb@healthebay.org](mailto:bbb@healthebay.org), or call (310) 451-1500.



**Heal the Bay**

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