



BAYFAIR SPONSORSHIP OPPORTUNITIES

LET YOUR BRAND SHINE ON MISSION BAY

HOMESTREET BANK PRESENTS SAN DIEGO BAYFAIR CELEBRATES ITS 57TH YEAR ON MISSION BAY SEPTEMBER 16-18 FOR ITS ANNUAL BEACH AND FAMILY FUN FESTIVAL. IN 2020 NEARLY 75,000 PEOPLE CONVERGED ON THE BEAUTIFUL BEACH OF THE BAY FOR POWERBOAT RACES AND MEMORABLE PARTIES.



Overview

HomeStreet Banks presents
San Diego Bayfair on Mission Bay
September 16-18, 2022

Family and friends come together for three days on beautiful Mission Bay for HomeStreet Banks presents San Diego Bayfair, the city's largest beach festival. They come for the great summer weather, world-class boat racing, and the chance to get away from it all for the weekend.

What makes Bayfair so special? It's a mixture of high-octane racing, tasty food, beer gardens and the chance to see old friends. And let's not forget it's the only time of year that hundreds of RVs can stay overnight (legally) on Mission Bay.

Over 75,000 people will visit Mission Bay's East Vacation Isle, Crown Point and Fiesta Island during the three-day event. It's a big party that starts in the morning and goes well into the night. The attendees are eager to be entertained and to spend money.

San Diego Bayfair is a nonprofit organization and the festival is run entirely by volunteers. Since 1964, the Board of Governors is proud to put on Bayfair every September in Mission Bay. The festival has contributed tens of millions to the San Diego economy through visitor spending on hotel rooms, retail stores, grocery stores, restaurants and fast-food establishments.



About San Diego Bayfair

“Fun in the sun” best describes the Bayfair experience. It’s a three-day beach festival that features the world’s fastest boats and first-class fun for the entire family.



- Spectators have a bird’s-eye view of 100 of the world’s fastest boats from H1 Unlimited hydroplane series and American Power Racing Association. No other event site in America allows the fans to get as close to the racing action.



- There is only one weekend a year that people can legally camp on Mission Bay and that’s Bayfair weekend. More than 1,000 RV spots are available on the three islands and it’s a great weekend for families.

- The foods of the world are available in the vendor village on Ski Beach. In the past they’ve been joined by well-established brands that included Monster, Degree Men, Hewlett Packard and the Air National Guard who all successfully connected with the Bayfair audience.



- H1 Unlimited races from Bayfair will be streamed live.

Demographics

San Diego Bayfair has a loyal audience that returns each year to be part of the magical weekend. They are eager to have fun and spend their money in the community. The fans come primarily from Southern California, Arizona, Oregon and Washington.

It's a prime opportunity for companies to meet current customers and generate new customers during the September weekend.

Here's our audience at a glance:

- 30** percent are in the 18 to 34 year old demographic
- 69** percent male
- 40** percent make more than \$75,000 a year
- 55** percent are married
- 35** percent are single
- 71** percent are college educated
- 80** percent are satisfied or very satisfied with their experience
- 91** percent will attend Bayfair the following year

Source: VisionQuest Survey



Event Marketing and Corporate Hospitality

Bayfair is a unique opportunity to market directly to consumers or use the three-day event on scenic Mission Bay to entertain investors, top clients or employees. Unlike college or professional sporting events, Bayfair limits the number of sponsors so your message can be heard. That's why marketing partners including Ford, Degree Men and HomeStreet Bank participate in Bayfair.

Opportunities include:

Strong corporate logo branding using strategic banner placement around the venue fencing, the main concert stage or the high-traffic pit areas where the boats are situated.

With complete control of the venue we have the ability to create large scale activations that include floating vehicle displays on barges, the staging of large-scale X-Games-style events on Fiesta Island, etc.

Public Announcements and company mentions on the live Internet stream.

Opportunities for roaming sampling and/or display of your products for all three days.

Vendor booth spaces are available. This is an excellent opportunity to meet your market face-to-face for selling and branding opportunities.

Corporate Hospitality and Employee Appreciation

Take potential clients or employees to the premier spot on Mission Bay for the beach festival and racing. We can provide full catering, a hosted bar and televisions to watch your favorite sports team under a tent. Enjoy parking nearby and be treated like royalty in the corporate chalet.



Sponsorship Opportunities

Making the most of your sponsorship dollars is imperative in this economy. We offer a cost-effective approach to getting your company in front of the 75,000 fans that attend Bayfair and the many more that are reached through social media, print and television coverage.

We have the flexibility to develop sponsorships and activations that accommodate our sponsors' needs and fits at any budget level.

Packages start for as little as \$1,000 and upward. If you are interested in any of the following sponsorship opportunities, we can provide a menu of deliverables for what comes with each package.

Presenting Sponsor

Associate Sponsors

Heat/Race Sponsors

Shuttle Bus Sponsors

Family Fun Zone/Children's Area

Beer Gardens

Signage Placement/Banners

Sponsor of the Race Control Tower

Product/In-Kind Donations



BAYFAIR is a dynamic opportunity to get your product in front of 75,000 consumers over three days in San Diego.

BAYFAIR has been a family tradition in San Diego for 55 years and we invite your company to be part of the Bayfair family and the Bayfair experience.



SAN DIEGO BAYFAIR

9085 Kenamar Drive
San Diego, CA 92121

858.578.0884

bayfairinfo@gmail.com