

PRESENTED BY:



REVERE BEACH International Sand Sculpting FESTIVAL

JULY 19-22, 2024

PARTNERSHIP OPPORTUNITIES

JULY 19-21, 2024 - REVERE BEACH, MA



REVERE BEACH International Sand Sculpting FESTIVAL

The Revere Beach International Sand Sculpting Festival is a renowned annual event that transforms the shores of Revere Beach into an awe-inspiring boardwalk and open-air festival. Celebrating its 20th year in 2024, this festival gathers world-class sand sculptors who showcase their incredible talents to hundreds of thousands of visitors each year.

Drawing diverse audiences and families from all over the world, the festival is a vibrant celebration of artistry, culture, and community. Beyond the sand sculptures, the event features over 75 food vendors, food trucks, and exhibitors, live music, interactive activities, amusement rides, fireworks, and a vibrant atmosphere, creating a memorable experience for attendees of all ages.

As a beloved tradition, the festival serves as a testament to the power of creativity and collaboration, fostering a sense of unity and appreciation for the arts along the picturesque coastline of Revere Beach.



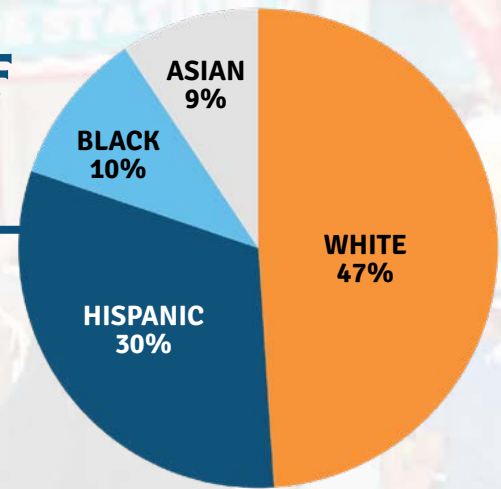
2023 EVENT DEMOGRAPHICS



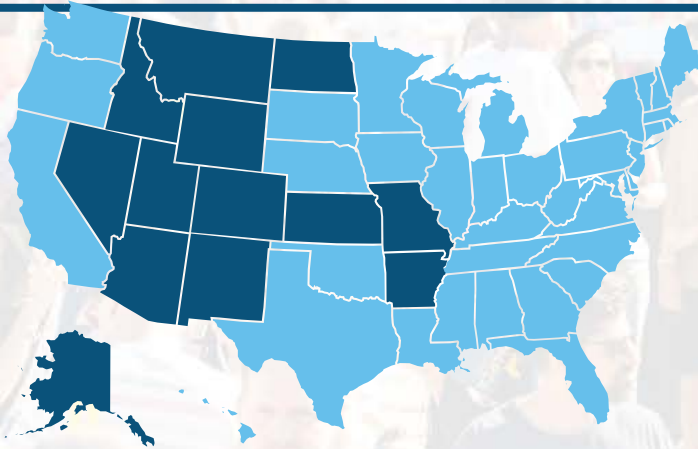
90
MINUTES
**AVG. LENGTH
OF STAY**



37
YEARS OLD
**AVG. AGE OF
ATTENDEES**



**VISITORS
FROM
OVER 35
DIFFERENT
STATES**



**VISITORS
FROM
OVER 14
DIFFERENT
COUNTRIES**



SOCIAL MEDIA BY THE NUMBERS

**SOCIAL REACH OF OVER 1.62
MILLION IN JULY 2023**

**OVER 46K UNIQUE SOCIAL VISITS
DURING 2023 FESTIVAL**

**OVER 1400 NEW LIKES AND
FOLLOWS IN JULY 2023**

**SOCIAL REACH OF OVER
4.9 MILLION IN 2023**

**OVER 120K UNIQUE SOCIAL VISITS
DURING 2023**

2023 VENDOR NUMBERS



77 **UNIQUE FOOD TRUCKS, FOOD VENDORS,
& SPONSOR ACTIVATIONS**

10 **NEW FOOD TRUCKS** **9** **NEW FOOD VENDORS**

20 **NEW VENDORS IN THE BEACH SHOPS PAVILION**

WEB DATA

37,733 UNIQUE PAGE VIEWS
25,353 UNIQUE SESSIONS



SPONSORSHIP OPPORTUNITIES

The Revere Beach International Sand Sculpting Festival is a renowned annual event that transforms the shores of Revere Beach into an awe-inspiring boardwalk and open-air festival. Celebrating its 20th year in 2024, this festival gathers world-class sand sculptors who showcase their incredible talents to hundreds of thousands of visitors each year.

SPONSOR OPPORTUNITIES

- Unique logo integration
- Custom branded sand sculpture
- Unique event announcements including company name
- Promotional contests
- Promotional giveaways

LEAD GENERATION

- Gather valuable marketing data
- Conduct surveys to test products/services
- Generate new sales leads

ON-SITE STREET TEAM

- Field marketing team on-site interacting with attendees
- Access to engage with attendees
- Interactive demonstrations

INTERACTIVE ATTENDEE EXPERIENCES

- Create a custom experience for all attendees
- Opportunity to feature live performances, skydiving teams, sports demonstrations, photo booth/photo scene, demonstrations and much more

EXHIBITION BOOTHS

- Unique on-site brand presence
- Launch a new product or brand extension
- Sell products and services
- Engage with potential new customers
- Create a custom booth aligning with your brand

DIGITAL MARKETING

- Logo featured on RBP social media sites
- Comprehensive social media campaigns
- Company tagged in social media sites
- Company included in email campaigns

VIP HOSPITALITY OPPORTUNITIES

- Exclusive VIP access to viewing areas, reserved parking, and more
- Access to the exclusive beachside VIP party
- Exclusive networking opportunities
- Take-home limited-edition festival memorabilia or merchandise



- **Exclusive naming rights for the 2024 Revere Beach International Sand Sculpting Festival**
- **Logo Included on all marketing collateral including but not limited to:**
 - Event Website
 - Event Flyers
 - Newspaper Ads/Articles
 - Billboards
 - Social Content Through Media Partners
 - TV Commercials/News Hits
- **Logo prominently featured on all event signage including but not limited to:**
 - Centerpiece Sculpture
 - Sculptor Pits
 - Stage Signage
 - Wayfinding Signage
- **Opportunity to have a custom stand-alone sculpture designed and built which can be used as:**
 - Photo Scene for Attendees
 - Background for Sponsor Activation
 - Plus Much More!
- **Social Media Opportunities and Benefits**
 - Company logo included in every social media post from the Revere Beach Partnership
 - Company tagged in every social post from the Revere Beach Partnership
 - Opportunity to have up to 5 dedicated social posts from the Revere Beach Partnership
- **Email Marketing Opportunities**
 - Company logo included in every email blast from the Revere Beach Partnership
 - Company linked in every email blast from the Revere Beach Partnership
 - Opportunity to have up to 3 dedicated email blasts from the Revere Beach Partnership
- **On-site activations**
 - Opportunity to have up to 500 square feet of activation space in a high-traffic area.
- **VIP Opportunities**
 - 50 tickets to the Saturday night VIP party including food drink and waterside seats for the fireworks display.
 - 25 VIP parking passes to be used on any day of the festival.
 - 50 Inside ropes access tickets to view and take pictures with sculptures*

**Access only available on Sunday following the conclusion of the competition*



- **Exclusive sponsor of the Saturday night fireworks display**
 - Company name included in all pre-firework PA announcements
 - Company logo included on all firework promotional materials including but not limited to;
 - Event Flyers
 - Social Media
 - Event Marketing
 - Press Releases
- **Logo Included on key marketing collateral including but not limited to:**
 - Event Website
 - Event Flyers
 - Newspaper Ads/Articles
 - Billboards
 - Social Content Through Media Partners
 - TV Commercials/News Hits
- **Logo prominently featured on all event signage including but not limited to:**
 - Centerpiece Sculpture
 - Sculptor Pits
 - Stage Signage
 - Wayfinding Signage
- **Opportunity to have a custom stand-alone sculpture designed and built which can be used as:**
 - Photo Scene for Attendees
 - Background for Sponsor Activation
 - Plus Much More!
- **Social Media Opportunities and Benefits**
 - Company logo included in select social media posts from the Revere Beach Partnership
 - Company tagged in select social posts from the Revere Beach Partnership
 - Opportunity to have up to 3 dedicated social posts from the Revere Beach Partnership
- **Email Marketing Opportunities**
 - Company logo included in select email blasts from the Revere Beach Partnership
 - Company linked in select email blast from the Revere Beach Partnership
 - Opportunity to have up to 2 dedicated email blasts from the Revere Beach Partnership
- **On-site activations**
 - Opportunity to have up to 300 square feet of activation space in a high-traffic area.
- **VIP Opportunities**
 - 40 tickets to the Saturday night VIP party including food drink and waterside seats for the fireworks display.
 - 20 VIP parking passes to be used on any day of the festival.
 - 40 Inside ropes access tickets to view and take pictures with sculptures*

**Access only available on Sunday following the conclusion of the competition*



- **Exclusive sponsor for 1 day of entertainment at the 2024 festival**
 - *Company name included in all entertainment PA announcements*
 - *Company logo included on all entertainment promotional materials including but not limited to;*
 - *Event Flyers*
 - *Social Media*
 - *Event Marketing*
 - *Press Releases*
- **Logo Included on key marketing collateral including but not limited to:**
 - *Event Website*
 - *Event Flyers*
 - *Newspaper Ads/Articles*
 - *Billboards*
 - *Social Content Through Media Partners*
 - *TV Commercials/News Hits*
- **Logo included on select event signage including but not limited to:**
 - *Centerpiece Sculpture*
 - *Sculptor Pits*
 - *Stage Signage*
 - *Wayfinding Signage*
- **Opportunity to have a custom stand-alone sculpture designed and built which can be used as:**
 - *Photo Scene for Attendees*
 - *Background for Sponsor Activation*
 - *Plus Much More!*
- **Social Media Opportunities and Benefits**
 - *Company logo included in select social media posts from the Revere Beach Partnership*
 - *Company tagged in select social posts from the Revere Beach Partnership*
 - *Opportunity to have up to 2 dedicated social posts from the Revere Beach Partnership*
- **Email Marketing Opportunities**
 - *Company logo included in select email blasts from the Revere Beach Partnership*
 - *Company linked in select email blasts from the Revere Beach Partnership*
 - *Opportunity to have up to 2 dedicated email blasts from the Revere Beach Partnership*
- **On-site activations**
 - *Opportunity to have up to 300 square feet of activation space in a high-traffic area.*
- **VIP Opportunities**
 - *30 tickets to the Saturday night VIP party including food drink and waterside seats for the fireworks display.*
 - *15 VIP parking passes to be used on any day of the festival.*
 - *30 Inside ropes access tickets to view and take pictures with sculptures**

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- **Exclusive sculptor sponsor of the 2024 festival**
 - *Company name included in all PA announcements about the competition*
 - *Opportunity for a company spokesperson to speak during the award ceremony presentation and hand out sculptor awards*
 - *Company logo included on all entertainment promotional materials specific to sculptors but not limited to;*
 - *Event Flyers*
 - *Social Media*
 - *Event Marketing*
 - *Press Releases*
- **Logo Included on key marketing collateral including but not limited to:**
 - *Event Website*
 - *Event Flyers*
 - *Newspaper Ads/Articles*
 - *Billboards*
 - *Social Content Through Media Partners*
 - *TV Commercials/News Hits*
- **Logo included on select event signage including but not limited to:**
 - *Centerpiece Sculpture*
 - *Sculptor Pits*
 - *Stage Signage*
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- **Social Media Opportunities and Benefits**
 - *Company logo included in select social media posts from the Revere Beach Partnership*
 - *Company tagged in select social posts from the Revere Beach Partnership*
 - *Opportunity to have up to 1 dedicated social post from the Revere Beach Partnership*
- **Email Marketing Opportunities**
 - *Company logo included in select email blasts from the Revere Beach Partnership*
 - *Company linked in select email blasts from the Revere Beach Partnership*
- **On-site activations**
 - *Opportunity to have up to 300 square feet of activation space in a high-traffic area.*
- **VIP Opportunities**
 - *20 tickets to the Saturday night VIP party including food drink and waterside seats for the fireworks display.*
 - *10 VIP parking passes to be used on any day of the festival.*
 - *20 Inside ropes access tickets to view and take pictures with sculptures**
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SILVER SPONSORSHIP

\$10,000

- **Logo Included on key marketing collateral including but not limited to:**
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 - Billboards
 - Social Content Through Media Partners
 - TV Commercials/News Hits
- **Logo included on select event signage including but not limited to:**
 - Centerpiece Sculpture
 - Sculptor Pits
 - Stage Signage
 - Wayfinding Signage
- **Social Media Opportunities and Benefits**
 - Company logo included in select social media posts from the Revere Beach Partnership
 - Company tagged in select social posts from the Revere Beach Partnership
- **Email Marketing Opportunities**
 - Company logo included in select email blasts from the Revere Beach Partnership
 - Company linked in select email blasts from the Revere Beach Partnership
- **On-site activations**
 - Opportunity to have up to 200 square feet of activation space in a high-traffic area.
- **VIP Opportunities**
 - 10 tickets to the Saturday night VIP party including food drink and waterside seats for the fireworks display.
 - 5 VIP parking passes to be used on any day of the festival.
 - 10 Inside ropes access tickets to view and take pictures with sculptures*

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FRIEND SPONSORSHIP

\$5,000

- **Logo Included on key marketing collateral including but not limited to:**
 - Event Website
 - Event Flyers
 - Newspaper Ads/Articles
 - Billboards
 - Social Content Through Media Partners
 - TV Commercials/News Hits
- **Logo included on select event signage including but not limited to:**
 - Centerpiece Sculpture
 - Sculptor Pits
 - Stage Signage
 - Wayfinding Signage
- **On-site activations**
 - Opportunity to have up to 100 square feet of activation space in a high-traffic area.
- **VIP Opportunities**
 - 5 tickets to the Saturday night VIP party including food drink and waterside seats for the fireworks display.
 - 3 VIP parking passes to be used on any day of the festival.
 - 5 Inside ropes access tickets to view and take pictures with sculptures*

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ADDITIONAL OWNERSHIP/SPONSOR OPPORTUNITIES

- Custom Sand Sculpture
- Sculpture Photo Scene Sponsor
- Kid's Zone
- Saturday Night VIP Party
- Amateur Sand Sculpting Competition
- Stage Sponsors (Band Stand & Centerpiece)
- Cooling Station
- Beach Picnic Area
- Beach Beer Garden
- Beach Shop Pavilion
- Charging Station
- Ferris Wheel Sponsor

PLEASE CONTACT US FOR MORE DETAILS & PRICING



**FOR MORE FESTIVAL OR SPONSORSHIP INFORMATION,
PLEASE CONTACT:**

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