SO CAL'S OFFICIAL SUMMER KICK-OFF PARTY!



SPONSOR THE CELEBRATION!

Join us in making Solana Beach's premier arts and music festival unforgettable. Partner with Fiesta Del Sol and fiestadelsol.net to reach tens of thousands of engaged attendees.

Saturday, June 5 & Sunday, June 6, 2027

1979
Year Founded

1580+
Artists Collaborated

55,000+
Expected Attendance for 2027



Fiesta Del Sol

Free Beachside Art & Music Festival | Solana Beach, CA

Every year, the heart of Solana Beach explodes with color, sound, and energy at **Fiesta Del Sol**—a two-day, **FREE** oceanfront celebration at Fletcher Cove Park that kicks off summer in style. Music, art, food, and community collide as thousands gather by the beach for an unforgettable experience.

From the main stage rocking with **over 14 bands** to bustling rows of **arts & crafts**, delicious food and drinks, and family fun in the lively **Kids Zone**, the festival offers nonstop excitement. With ocean views as the backdrop and a vibrant, welcoming crowd, Fiesta Del Sol creates lasting memories for attendees; and valuable visibility for sponsors who join the celebration.

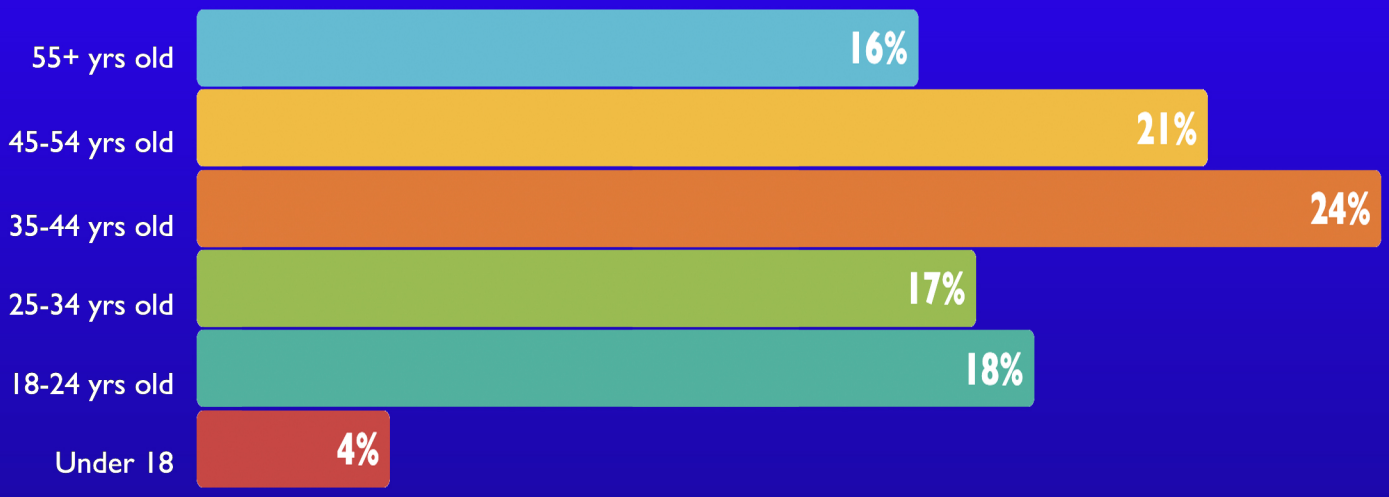
Why Sponsor Fiesta Del Sol?

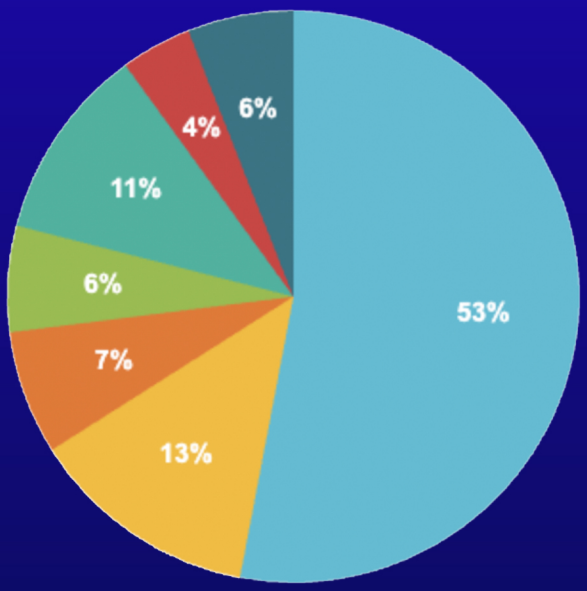
As one of Southern California's most iconic and longest-running community festivals, Fiesta Del Sol delivers unmatched visibility and impact. Sponsors receive prominent branding, face-to-face interaction with thousands of enthusiastic attendees, and association with an event that celebrates the very best of coastal living.

Now in its 46th year, Fiesta Del Sol is more than a sponsorship opportunity. It is your chance to align with a beloved tradition that unites music, art, food, and community in an unforgettable oceanfront setting. Spots are limited, and the audience is ready. Be part of the celebration and make your brand a lasting part of the Solana Beach experience.



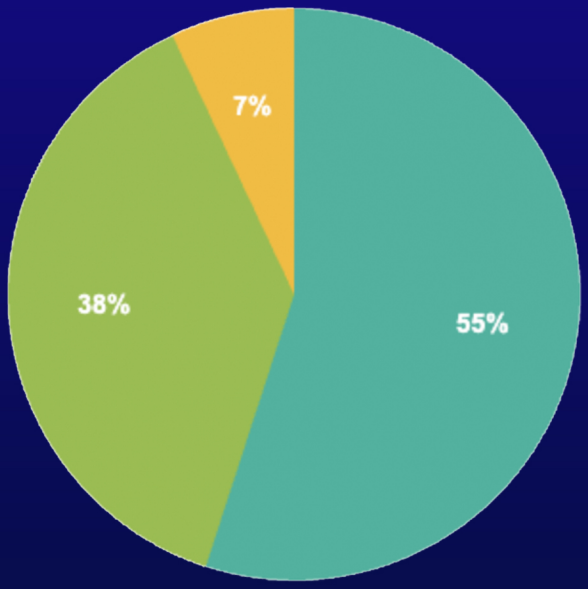
AUDIENCE INSIGHTS





- Caucasian
- Hispanic/Latino
- African American
- Native American
- Asian/Pacific Islander
- Other
- Prefer Not To Answer

- Female
- Male
- Prefer Not To Say



TITLE SPONSOR

- Premium booth space up to 10´ x 30´
- Logo on main stage banner
- Street banners and event posters
- Presenting placement on Fiesta del Sol website
- Stage mentions
  Your banner(s) placed in high visibility areas
- Social media promotion, one Reserved table with shade in elevated VIP platform for four people with complimentary food, swag bag and four drink tickets per day
- One year Solana Beach Chamber active member-ship
- 1 available at $40,000



PRESENTING SPONSOR

- Premium booth space up to 10´ x 20´
- Logo on street banners and event posters
- Title Sponsor placement on Fiesta del Sol website
- Your banner(s) placed in multiple locations
- Social media promotion, passes to Seaside bar with table and chairs for six people with six drink tickets per day
- 1 available at $20,000



TITANIUM SPONSOR

- High traffic booth space up to 10´ x 10´
- Logo on event posters
- Titanium Sponsor placement on Fiesta del Sol website
- Your banner(s) placed in high visable locations
- Social media promotion, passes to Seaside bar with table and chairs for four people with four drink tickets per day
- 2 available at $15,000

PLATINUM SPONSOR

- Booth space 10´ x 10´
- Logo on event posters
- Platinum Sponsor placement on Fiesta del Sol website
- Your banner(s) placed in high visable locations
- Social media promotion, passes to Seaside bar with table and chairs for two-people with two drink tickets per day
- 3 available at $10,000



GOLD SPONSOR

- Booth space 10′ x 10′
- Logo on event posters
- Gold Sponsor placement on Fiesta del Sol website
- Social media promotion, passes to Seaside bar with table and chairs for four people with four drink tickets per day
- 2 available at $15,000

OTHER OPPORTUNITIES

- **Beverage Sponsors:** Cocktail (1) at $9,500; Beer (3) at $8,000; Wine (1) at $2,500; Non-Alcoholic (2) at $1,000
- **VIP Platform:** 1 available at $5,000 – multiple marketing opportunities include Swag bag and mores
- **Kids Area:** 1 available at $4,500 – creative space available and multiple advertising opportunitiese
- **Seaside Bar:** 1 available at $4,000 – multiple marketing opportunitieshigh visable locations
- **Stage Sponsor:** 1 available at $3,000 – create a scrim to hang from the stage for all to see
- **Unplugged Sponsor:** 1 available at $2,500 – support the musicians of the future
- **Parking/Shuttle Sponsor:** 1 available at $2,000 – multiple marketing opportunities
- **Food Court Sponsor:** 1 available at $1,000 – multiple marketing opportunities including utensil bar
- **Fiesta Fan Sponsor:** 1 Sponsor: 10 available at $500 – your banner displayed at event (no booth)







REGISTER ONLINE

https://fiestadelsol.net/sponsor-2026/#sponsorForm

