



Southern California's Official
Kick-off to Summer Party
May 21st and 22nd 2022



Fletcher Cove
Solana Beach
9am-9pm

FIESTA *del* SOL



Shop

Eat

Drink

Play

PAST HEADLINERS

English Beat
Lukas Nelson
Hirie

Donavon Frankenreiter

Super Diamond
Pine Mountain Logs
Common Sense
Tristan Prettyman

Expected 2-Day Attendance 55,000+



LIVE MUSIC | ARTS & CRAFTS | SPONSOR BOOTHS | BEER & WINE GARDEN
SPONSOR AREA | GOURMET FOOD TRUCKS | KID'S ZONE | PANCAKE BREAKFAST

FIESTADELSOL.NET



TITLE SPONSOR \$25,000

Premium Booth Space TBD

Main stage signage

Placement on print ads

stage mentions

Placement on event poster
plus...

Best placement on Fiesta del Sol Website w/ hyperlink
passes to VIP Sponsor Area (catered) + FREE drink tickets

Social Media promotions leading up to event

Premium booth location in venue's highest traffic area

One year FREE membership to The Solana Beach Chamber of Commerce





TITANIUM SPONSOR \$10,000 | ONLY 1 AVAILABLE

Premium Booth Space #189 (40'X50') or #134-136

Main stage signage

Placement on print ads

stage mentions

Placement on event poster

plus...

Best placement on Fiesta del Sol Website w/ hyperlink
passes to VIP Sponsor Area (catered) + FREE drink tickets

Social Media promotions leading up to event

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One year FREE membership to The Solana Beach Chamber of Commerce



For more information: Nichole Peterson | fiesta@chambersb.com | (951) 543-6384



PLATINUM SPONSOR \$7,500 | ONLY 6 AVAILABLE

Premium Booth Space (10'X10') 134-136 | 142-144

Main stage signage

Placement on print ads

stage mentions

Placement on event poster

plus...

Best placement on Fiesta del Sol Website w/ hyperlink
passes to VIP Sponsor Area (catered) + FREE drink tickets

Social Media promotions leading up to event

Preferred booth location in venue's highest traffic area

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GOLD SPONSOR \$3,000 | ONLY 3 AVAILABLE

Premium Booth Space (10'X10') 85, 86 or 188

Main stage signage

Placement on print ads

stage mentions

Placement on event poster

plus...

Best placement on Fiesta del Sol Website w/ hyperlink
passes to VIP Sponsor Area (catered) + FREE drink tickets

Social Media promotions leading up to event

Preferred booth location in venue's highest traffic area

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SPONSOR BOOTH BASED ON LOCATION

\$1,200 - \$2,000

Booth (10'x10')

\$2,000 - 117

\$1,500 (corner space)

50-52, 58, 72, 73, 95, 96, 99, 100, 147

\$1,200

48, 49, 53-57, 87-94, 97, 98, 101-103

plus...

Placement on Fiesta del Sol Website w/ hyperlink

Passes to VIP Sponsor Area (catered) +

FREE drink tickets

Preferred booth location

\$500 - \$850

Booth (10'x10')

\$850

59-65

118-133, 145, 146

\$700

74-84

\$500

66, 66a-71





MORE SPONSORSHIP OPPORTUNITIES

Sound Booth Tent - Prime location in the midst of it all 10'x10'x12'
\$1,000

VIP Sponsor Booth - Banners inside Sponsor Area, branded drink tickets stage mentions, passes to catered VIP area + social media mentions leading up to event
\$2,500 (one available)

Kid's Area Sponsor - Six banners (6'x3') and one booth (location TBD) inside Kid's Area. Passes to catered VIP area + social media mentions leading up to event
\$2,000





SPONSOR AGREEMENT | SPACE RESERVATION

SPONSOR NAME (as you would like it to appear in all publications and signage)

ADDRESS

CITY/STATE/ZIP

WEBSITE

SOCIAL MEDIA

CONTACT

PHONE

FAX

EMAIL

TOTAL COST

☐ CHECK

☐ VISA

☐ MC

☐ AMEX

CARD NUMBER

EXPIRATION DATE

Thank you for being a sponsor at the 2022 Fiesta del Sol.

Please note the following: The sponsor commitment deadline is **May 15, 2022**. If you want your logo to appear on Fiesta del Sol promotional materials, your sponsor commitment deadline is **April 1, 2022**. Your space is **NON-REFUNDABLE**. If you cancel, SBCC will attempt in good faith to fill your space. If space is filled, it will be at the sole discretion of SBCC to issue a refund. Limitation of Liability: By agreeing to become a sponsor, sponsor acknowledges and agrees that Solana Beach Chamber of Commerce (SBCC) shall not be liable to sponsor or any third party for any damages or losses to persons or property, whether direct, indirect, special or consequential; however, if the Fiesta del Sol is cancelled or the City of Solana Beach or SBCC terminated this sponsorship for any reason (other than sponsor's wrongdoing, breach of the agreement or any other agreement with SBCC, or failure to pay monies due to SBCC) sponsor shall be entitled to a refund of its sponsorship fees. Sponsor booths are based on a first come, first served basis. This agreement (and the specific items agreed to in the 'sponsorship levels' description) are the sole agreement between SBCC and sponsor with respect to the subject matter herein, and supersedes all prior oral and written agreements between the parties. In the event of a dispute between the parties, the parties agree to resort solely to the Federal and State courts located in San Diego County; the prevailing party in any litigation shall be entitled to their attorney's fees and costs. SBCC shall be entitled to obtain interest on past due amounts, in the amount of seven percent (7%) per annum. In submitting this application, sponsor agrees to sponsor Fiesta del Sol and comply with the provision of this contract.

SIGNATURE

DATE

For more information, contact Nichole Peterson, fiesta@chambersb.com (951) 543-6384

We want to help you make the most of your sponsorship in order to meet your marketing and sales needs! We are happy to set up a meeting to discuss just how we can assist.

CHECK YOUR SPONSOR LEVEL

☐ TITLE \$25,000

☐ TITANIUM \$10,000

☐ PLATINUM \$7,500

☐ GOLD \$3,000

☐ \$1,500 CORNER BOOTH # _____

☐ \$1,200 BOOTH # _____

☐ \$900 BOOTH # _____

☐ \$700 BOOTH # _____

☐ \$500 BOOTH # _____

☐ \$225 ADD CHAMBER MEMBERSHIP

NOT INCLUDED

☐ \$100 10'X10' 3-SIDED TENT

☐ \$25 6'X4' TABLE + TWO CHAIRS

ELECTRICITY CHARGE

☐ \$100 BOOTHS 66-99 ONLY

Booths are sold on a first come, first served basis, subject to sell-out. We appreciate your commitment prior to **May 15th, 2022**.

Mail this form to:
Fiesta del Sol / Solana Beach
Chamber of Commerce
210 W Plaza Street
Solana Beach, CA 92075

or

Email this form to:
fiesta@chambersb.com

Please be sure your CC and payment options are complete



MANDATORY INSURANCE REQUIREMENTS



INSURANCE INFORMATION



Event Date: May 21st, 2022 and May 22nd, 2022

Event Hours: 9:00 am - 10:00 pm (Sat) and 9:00 am - 8:00 pm (Sun)

Merchant Booth Hours: 9:00 am - 6:00 pm

The General Liability Insurance Company, Haas and Wilkerson, that insures Fiesta del Sol event requires that EVERY vendor have the following liability insurance.

The Renter or Lessor shall pay and provide General Liability Limit in the amount of \$1,000,000. A certificate of insurance naming the Solana Beach Chamber of Commerce and the City of Solana Beach as an additional insured must accompany your application or be mailed in no later than April 1, 2022. The Renter agrees to defend, hold harmless and indemnify Solana Beach Chamber of Commerce for any claim of bodily injury or property damage except for those claims that result from the sole negligence of Solana Beach Chamber of Commerce.

All vendors must have insurance policies.

You must name BOTH the Solana Beach Chamber of Commerce as well as the City of Solana Beach as additionally insured on your policy.

The following is a resource to purchase required insurance, or you may go with your own insurance company:

1. Farmer's Insurance -Nick Adamo - 760-586-6959 nadamo@farmersagent.com

Please answer the following questions when emailing the Insurance Agent:

- What kind of event vendor are you?
- Your name/business or organizational name, address and telephone number?
- The calendar date(s) of the event. May 21 and 22, 2022
- Approximate attendance you expect for your operations each day on average. (i.e How many customers do you expect to come through your space each day)

Venue name/address - Solana Beach Chamber of Commerce, 210 W Plaza, Solana Beach, CA 92075

You need to list BOTH the following as 'additionally insured' :

1. The Solana Beach Chamber of Commerce, 210 W Plaza, Solana Beach, CA 92075
2. The City of Solana Beach, 635 S. Hwy 101, Solana Beach, CA 92075

Initial here _____

NO APPLICATIONS WILL BE ACCEPTED WITHOUT PROOF OF INSURANCE

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