



TASTES & TUNES SANTA BARBARA

September 4–5, 2027
Labor Day Weekend

*“The songs of your life.
The flavors of the world.
Steps from the Pacific.”*



10,000
PROJECTED
WEEKEND GUESTS



5,000
PROJECTED DAILY
ATTENDANCE



2
DAYS OF
PROGRAMMING

THE OPPORTUNITY

Santa Barbara's Newest Labor Day Tradition

01



Live Music All Day

Greatest hits of every generation performed live on the main stage — a soundtrack your audience already knows and loves.

02



Artisan Culinary Marketplace

Local and regional culinary partners serving inspired cuisine — a vibrant epicenter bringing together the area's very best flavors.

03



Steps from the Beach

Chase Palm Park sits between the Pacific Ocean and the Santa Ynez Mountains — Santa Barbara at its most beautifully iconic.



THE EXPERIENCE IS TAKING SHAPE

Music. Food. Community. One Unforgettable Weekend.

We're bringing together iconic sounds, world flavors and the very best of Santa Barbara for an unforgettable celebration you won't want to miss.

A WEEKEND OF LIVE MUSIC & ENTERTAINMENT



From iconic sounds to emerging artists, our curated lineup creates the perfect backdrop for two days of unforgettable experiences on the beautiful Santa Barbara waterfront.



LIVE PERFORMANCES

Two full days of diverse music that moves and inspires.



MULTIPLE STAGES

Non-stop entertainment with something for everyone.



MEMORABLE MOMENTS

Creating shared experiences that bring our community together.

More artists and full lineup to be announced soon!

MORE ARTISTS



To Be Announced

A curated lineup celebrating recognizable music across generations — from classic favorites to today's hits.

CULINARY PARTNERS



Coming Soon

Santa Barbara restaurants, chefs, food trucks and artisan vendors will bring the region's flavors to the waterfront.

GOOD MUSIC. GOOD FOOD. GOOD TIMES

TASTES & TUNES
SANTA BARBARA

TASTES
& TUNES
SB

TASTES
& TUNES
SB



ICONIC MUSIC

Live performances that move you.



INCREDIBLE FLAVORS

Global tastes. Local ingredients. Unforgettable meals.



STRONG COMMUNITY

Connecting people through music, food and shared moments.



TIMELESS LOCATION

Chase Palm Park.
Santa Barbara.
Steps from the Pacific.

★ *One Weekend. Endless Experiences. Lasting Impact.* ★

AUDIENCE PROFILE

THE SANTA BARBARA AUDIENCE — AND WHY IT MATTERS TO YOUR BRAND



\$119K+

Average Visitor Household Income

Visitors to the Santa Barbara South Coast have an average household income of \$119,428.

Source: Visit Santa Barbara Visitor Profile Research (2018)



65.9%

Age 40+

Nearly two-thirds of Santa Barbara South Coast visitors are age 40 and older.

Source: Visit Santa Barbara Visitor Profile Research (2018)



65.1%

College Graduates

Including 21.3% with graduate degrees.

Source: Visit Santa Barbara Visitor Profile Research (2018)



71.4%

Married or Partnered

An established destination audience with strong lifestyle appeal.

Source: Visit Santa Barbara Visitor Profile Research (2018)



AFFLUENT



EDUCATED



EXPERIENCE-DRIVEN



DESTINATION-ORIENTED

*Tastes & Tunes is positioned at the intersection of Santa Barbara's destination appeal,
live music and culinary culture.*

SPONSORSHIP TIERS

PARTNER WITH PURPOSE. BE PART OF SOMETHING EXTRAORDINARY.

All Tiers Include



Logo on All Marketing Materials & Signage



VIP Ticket Access



Recognition on Website & Social Media



Recognition in Event Program



Sponsor Village Presence



Access to VIP Experiences



Priority Placement in Festival Digital Campaigns



PRESENTING SPONSOR

Exclusive Partnership

\$25,000

- ✓ 20 VIP Tickets
- ✓ Full Page Premium Placement in Event Program
- ✓ Priority Placement in Festival Digital Campaigns
- ✓ Premium On-Site Activation Zone
- ✓ Stage Recognition Throughout Festival
- ✓ Social Media Co-Branding (& Dedicated Posts)
- ✓ Category Exclusivity



*Premier Visibility. Maximum Impact.
The Ultimate Festival Presence.*



MAIN STAGE SPONSOR

High Visibility

\$15,000

- ✓ 12 VIP Tickets
- ✓ Full Page Placement in Event Program
- ✓ Featured Inclusion in Festival Digital Marketing
- ✓ Branded Activation Zone
- ✓ Stage Recognition Between Sets
- ✓ 4 Dedicated Social Media Features
- ✓ Category Exclusivity



*Strong Association. High Impact.
Stand Out on the Main Stage.*



CULINARY SPONSOR

Flavor Partner

\$10,000

- ✓ 8 VIP Tickets
- ✓ Half Page Placement in Event Program
- ✓ Featured Inclusion in Culinary-Focused Content
- ✓ Branded Culinary Marketplace Presence
- ✓ Sampling Rights Throughout the Festival
- ✓ 2 Dedicated Social Media Features
- ✓ Category Exclusivity



*Celebrate Flavor. Connect with
Our Food-Loving Audience.*

Every partnership helps us
Open Books. Open Futures.

A portion of proceeds benefits
The Literacy Project.

GOOD FOOD. GOOD MUSIC. GREAT CAUSE.

SPONSORSHIP BENEFITS

Raise Your Brand. Reach Thousands. Make an Impact.

Choose the level that fits your goals and join us in creating an unforgettable Labor Day weekend while supporting literacy in our community.

ALL TIERS INCLUDE



Logo on all marketing materials & signage



VIP Hospitality Access



Recognition on website & social media



Recognition in event program



Presence in the Sponsor Village



Connection with an engaged local + visitor audience



Priority placement in festival digital campaigns



Support literacy and our local community

SECOND STAGE SPONSOR

\$7,500

- ✓ Logo on second-stage backdrop & signage
- ✓ Branded activation zone
- ✓ Stage recognition throughout the day
- ✓ VIP hospitality for 6 guests
- ✓ 2 dedicated social media features
- ✓ Logo on website & event program
- ✓ Category exclusivity



Great visibility.
A stage for connection.

COMMUNITY PARTNER

\$5,000

- ✓ Logo on event signage & website
- ✓ Branded table in Sponsor Village
- ✓ VIP hospitality for 4 guests
- ✓ Dedicated social media shoutout
- ✓ Print program recognition
- ✓ Recognition in sponsor communications
- ✓ Logo in festival digital guide



Build community.
Show your support.

BEACH FRIENDS COMMUNITY SUPPORTER

\$1,000

- ✓ Logo/name on shared Beach Friends webpage
- ✓ Shared recognition on event signage
- ✓ Shared recognition in event program
- ✓ Group thank-you social media mention
- ✓ Recognized as a Beach Friends Community Supporter



Every contribution
makes a wave.

*Your Partnership
Creates Impact*



THE LITERACY PROJECT

believe • dream • soar™

A portion of all sponsorships benefits The Literacy Project, helping to build brighter futures right here in Santa Barbara.



POWERED BY A MULTI-CHANNEL CAMPAIGN

Digital Advertising • Social & Content • Email & CRM
PR & Earned Media • Partner Amplification • On-Site Exposure

**MORE THAN A FESTIVAL.
A MOVEMENT.**

★ Reach and impression reporting will be updated as media partners, paid media budgets, email audiences, and all promotional partnerships are confirmed.



TASTES-TUNES.COM

YOUR BRAND'S REACH

More Ways. More People. More Impact.

A multi-channel campaign designed to build awareness, drive engagement and extend sponsor visibility well beyond the festival weekend.

A CAMPAIGN THAT BUILDS ALL YEAR LONG



01 EARLY BUZZ JAN – APR

- Brand launch
- Sponsor announcements
- Organic social
- PR outreach



02 ANNOUNCEMENT CAMPAIGN MAY – JUL

- Talent announcements
- Paid digital
- Email marketing
- Partner amplification



03 LAST CALL AUGUST

- Paid social
- Retargeting
- Ticket conversion campaign
- PR push



04 LIVE EVENT SEPT 4–5

- On-site branding
- Stage visibility
- Attendee engagement
- Social content



05 POST-EVENT RECAP POST-EVENT

- Recap content
- Sponsor recognition
- Earned media
- Continued visibility

MULTI-CHANNEL MARKETING. MAXIMUM IMPACT.



DIGITAL ADVERTISING

- Paid Social
- Search
- Retargeting
- Display
- Lookalike/Targeted Ads



SOCIAL & CONTENT

- Festival Content & Video
- Artist Amplification
- Influencer Partnerships



EMAIL & CRM

- Audience Building
- Automated Campaigns
- Sponsor Activations



PR & EARNED MEDIA

- Local + Regional Outreach
- Media Pitching
- Feature Storytelling



PARTNER AMPLIFICATION

- The Literacy Project
- Performers
- Community Partners



ON-SITE EXPOSURE

- 10,000+ Weekend Guests
- Brand Activations
- Signage + Festival Guide

10,000+

PROJECTED GUESTS
LABOR DAY WEEKEND

*Two Days of
Unforgettable
Moments*



BEFORE

Build Anticipation



DURING

Create Engagement



AFTER

Extend Visibility

We're more than a festival— we're a movement.

Reach and impression reporting will be refined as media partners, paid media budgets, email audiences and promotional partnerships are confirmed.



MEASUREMENT & REPORTING

Your Partnership. Measured.

We are committed to transparency and accountability. Tastes & Tunes will track, measure and report on the performance of your partnership across every key touchpoint.



DIGITAL

- Website visits
- Sponsor page views
- Unique visitors
- Link clicks
- Click-through rate (CTR)



SOCIAL & CONTENT

- Reach & impressions
- Engagement (likes, comments, shares, saves)
- Video views & watch time
- Follower growth



EMAIL & CRM

- Email deliveries
- Open rate
- Click-through rate
- Sponsor link engagement
- List growth



ON-SITE ENGAGEMENT

- Attendance & ticket scans
- Activation participation
- Sampling & engagement
- Photo/video engagement
- On-site mentions



PARTNER AMPLIFICATION

- Performer promotion
- Literacy Project promotion
- Community partner reach
- Cross-promotional mentions
- Influencer & local media support



POST-EVENT IMPACT

- Sponsor recap report
- Key performance highlights
- Audience insights
- ROI takeaways & next steps



DATA THAT DRIVES VALUE

We turn engagement into insights so you can see the real impact of your partnership.

- ✓ Custom sponsor performance summary
- ✓ Pre-event baseline & goals
- ✓ Post-event performance report
- ✓ Comparison to category benchmarks*
- ✓ Year-over-year tracking for returning partners

*Where baseline data is available.



PROJECTED REACH WILL BE REFINED AS *paid-media budgets, promotional commitments* AND PARTNER AUDIENCES ARE FINALIZED.

EARNED MEDIA & PROMOTIONAL REACH

Local Roots. Regional Reach. Destination Visibility.

Our multi-channel promotional strategy builds momentum before, during and after the festival—driving awareness, attendance and lasting impact.

LOCAL & REGIONAL MEDIA



Print, digital, radio and television outreach to key publications and broadcast outlets across Santa Barbara and the Central Coast and beyond.

FOOD & LIFESTYLE MEDIA



Culinary, travel, lifestyle and entertainment media outreach to highlight the flavors, vendors and experiences that make Tastes & Tunes unique.

MUSIC & ENTERTAINMENT



Artist announcements, interviews, event previews and performance-driven publicity across music platforms and entertainment outlets.

TOURISM & HOSPITALITY



Partnerships with destination marketing organizations, hotels and visitor partners to promote the festival to regional and national audiences.

INFLUENCERS & CREATORS



Engagement with local and regional food, music, travel and lifestyle creators to share authentic stories and generate excitement online.

COMMUNITY & PARTNER AMPLIFICATION



Collaboration with performers, vendors, sponsors, The Literacy Project and community organizations to extend our message through their networks and audiences.

*Every partner expands the audience. ★ Every story extends the reach. ★ Every channel creates another opportunity for **your brand** to be seen.*



*Media outlets, promotional partners and projected reach will be updated as partnerships and campaign plans are confirmed.



BRAND ACTIVATION

Turn Visibility into Connection

Tastes & Tunes creates meaningful, high-impact opportunities for sponsors to engage directly with a targeted, experience-driven audience in a premium beachfront setting.

**YOUR BRAND. YOUR MOMENT.
WE MAKE IT MEMORABLE.**



SPONSOR ACTIVATION OPPORTUNITIES



BRANDED ACTIVATION ZONES

Custom spaces designed for engagement, sampling, demos and immersive brand experiences.



ON-STAGE INTEGRATION

Sponsor recognition through stage announcements, jumbotron mentions and artist shout-outs.



SOCIAL MEDIA AMPLIFICATION

Co-branded posts, Instagram stories and influencer content to extend your reach beyond the event.



EMAIL & CRM FEATURES

Dedicated email features and list inclusions to our engaged audience base.



VIP HOSPITALITY EXPERIENCES

Exclusive access for your guests with premium views, private areas and concierge-level service.



CO-BRANDED MERCH & GIVEAWAYS

Branded merchandise and giveaways that create lasting impressions long after the festival.



**OUR TEAM
WORKS WITH
YOU TO CREATE
ACTIVATIONS THAT
ALIGN WITH YOUR
BRAND GOALS AND
AUDIENCE—MAKING
EVERY TOUCHPOINT
COUNT.**



TOGETHER, WE TURN SPONSORSHIP INTO STORIES, CONNECTIONS AND LASTING IMPACT.

WHAT'S INCLUDED

Real Benefits. Real Visibility, Real Impact.

Your partnership delivers powerful brand exposure, VIP experiences, and meaningful community impact all weekend long.



ALL TIERS INCLUDE

	 PRESENTING SPONSOR \$25,000	 MAIN STAGE SPONSOR \$15,000	 CULINARY SPONSOR \$10,000	 SECOND STAGE SPONSOR \$7,500	 COMMUNITY PARTNER \$5,000	 BEACH FRIENDS COMMUNITY SUPPORTER \$1,000
 Logo on all marketing materials & signage	✓	✓	✓	✓	✓	✓
 VIP Hospitality Access	✓	✓	✓	✓	✓	✓
 Recognition on website & social media	✓	✓	✓	✓	✓	✓
 Recognition in event program	✓	✓	✓	✓	✓	✓
 Presence in the Sponsor Village	✓	✓	✓	✓	✓	✓
 Connection with an engaged local + visitor audience	✓	✓	✓	✓	✓	✓
 Priority placement in festival digital campaigns	✓	✓	✓	✓	✓	—
 Support literacy and our local community	✓	✓	✓	✓	—	—
	★ Recognized as the Presenting Sponsor	★ Recognized as the Main Stage Sponsor	★ Recognized as the Culinary Sponsor	★ Recognized as the Second Stage Sponsor	★ Recognized as a Community Partner	★ Recognized as a Beach Friends Community Supporter

★ YOUR PARTNERSHIP CREATES MORE THAN MEMORIES— *it creates opportunity.*



TASTES-TUNES.COM

BUILDING MORE THAN A FESTIVAL

The Literacy Project

A portion of proceeds from Tastes & Tunes supports The Literacy Project, a local nonprofit dedicated to helping children build the reading skills and confidence they need to succeed.



THE
LITERACY PROJECT

believe • dream • soar™

“

When kids can
read with confidence,
they can dream
without limits.

”

MAKING A DIFFERENCE TOGETHER



STRENGTHENING YOUNG READERS

Providing books, resources
and programs that build
strong reading foundations.



INSPIRING CONFIDENCE

Empowering children with
the skills and belief they
need to reach their potential.



SUPPORTING LOCAL SCHOOLS & FAMILIES

Partnering with schools and
organizations to expand access
to literacy support.



CREATING LASTING COMMUNITY IMPACT

Investing in the next generation
for a stronger, more vibrant
Santa Barbara.



Together, we're creating *opportunity*, inspiring *potential*, and building
a brighter future — one book, one child, one community at a time.



Each and every dollar raised helps unlock potential
and create brighter futures. Thank you for your support!



TASTES-TUNES.COM

NEXT STEPS

Let's Make an Impact Together

Together,
WE CAN CREATE
AN EXTRAORDINARY
EXPERIENCE.

Partnering with Tastes & Tunes means more than brand visibility—it's an opportunity to connect with thousands, support our community and be part of something unforgettable.

HERE'S HOW TO GET STARTED:



1. START THE CONVERSATION

Let's schedule a time to discuss your goals, explore partnership opportunities and find the perfect fit for your brand.



2. CHOOSE YOUR PARTNERSHIP

Select the sponsorship level that aligns with your objectives and maximizes your impact.



3. PLAN & CUSTOMIZE

We'll work together to customize your activation, integrate your brand and create a plan for success.



4. MAKE AN IMPACT

Showcase your brand, engage with thousands and help support the next generation in our community.



READY TO GET STARTED?

Let's create something extraordinary together.
We can't wait to partner with you!



Contact us today to start the conversation.
partners@tastes-tunes.com



