

“Surf n’ Caribbean”

Music Festival Sponsor Kit

06.22.2024 and 06.23.2024

Calin Chin Jr.

Surf n Caribbean Music Festival

123 Calle Amistad 3101

San Clemente, CA. 92673



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Sponsorship

Sponsors will play a crucial role in the success of the Festival. The 2024 Surf n' Caribbean Music Festival offers a variety of sponsorship opportunities, all supporting our charitable goals.

National and Local charities that benefits, the homeless and food for the hungry with compassion, vetted **501 © (3)** organizations

“Food for the Hungry and Help for the Homeless” is the producer’s motive for producing the Festival, since the producer and his family were once homeless themselves. They were only able to get back on their feet because of the charities in Orange County, CA. This is why this cause is so near and dear to our hearts, this is the reason the Producers will strive to produce The Festival each year to benefit related charities.

Fact: 60% of all cash received from sponsors will be spent on marketing, promotions and advertising the Festival. With a fan base that is unique in its diversity and demographic makeup consisting of 33% Millennial, 33% X-Generation and 33% Baby Boomers many loyal followers of these types of Festivals. We now have a new generation of Festival goers , the Gen -Z Generation, they are conscious consumers who like to know that their purchases are contributing to charitable causes.

15 Sponsorship options, each involving separate marketing campaign geared to target the demographic of the Exclusive sponsor along is reason enough to be involve The media exposure,

Benefits: We know your company will benefit from sponsoring the Festival, with 15 Exclusive Banner Sponsor opportunism alone is reason enough to be involved.

[All Sponsorship Packages Are Tax Deductible]

Media

Advertising: The objective of marketing campaigns for ticketed events is to sell out, that way all parties should be happy. Statistics will show that **98% of the Festivals are sellouts** and also points out they tend to arrive earlier, stay later and come for more than one reason.

corporate image enhancement, banner signs, networking and other public relations values attributed to being involved with this popular community orientated event, not to mention a variety of other tie marketing opportunities.

Website: Sponsors, after reviewing our website, and you come to the opinion your company can benefit from partnering with the event, request a sponsor kit using the request guidelines listed below. The kit includes everything you need to make an informed decision in determining if the Festival is a good fit for your company.

Exposure: The media exposure, corporate image enhancement, banner signs, networking and other public relations values attributed to being involved with this popular community orientated event, not to mention a variety of other tie- marketing opportunities.

Thank you for your interest in sponsoring the “Surf n’ Caribbean” Music Festival. “Good Karma. “So we look forward to your involvement. Calin Chin Jr. Founder/Executive Producer of the Festival.

Print/Internet/Social Media

Radio

Hispanic

Radio

African American

Radio

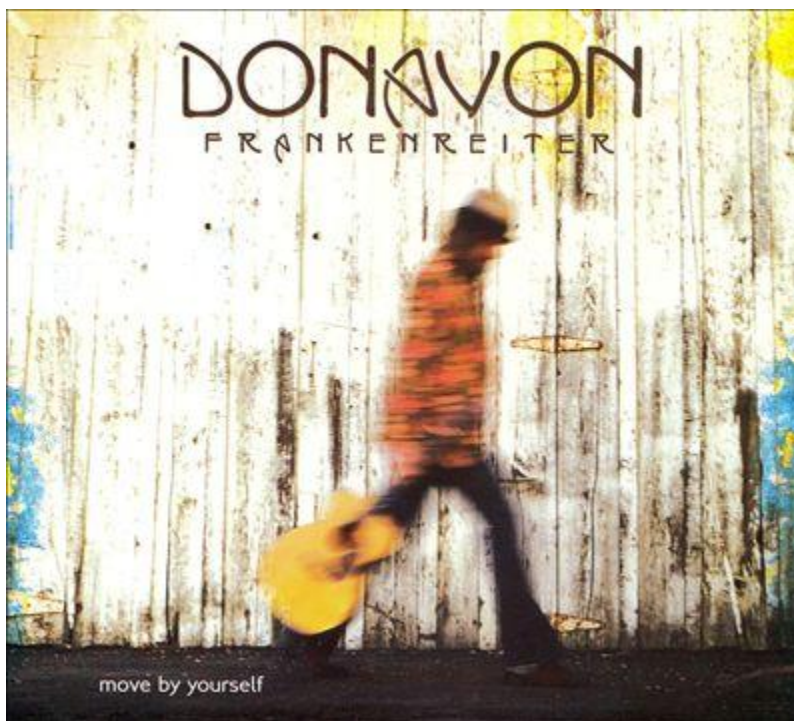
Rock/Pop

Effectv.com TV/Cable

Artist

Donavon Frankenreiter Biography by David Jeffries

Before launching a solo career as the protégé of [Jack Johnson](#), Donavon Frankenreiter began his professional life as a surfer. Born in Southern California on December 10, 1972, he landed a sponsorship with Billabong as a young teenager and moved to Hawaii when he was 14. There, he rented a home from the parents of [Jack Johnson](#), a fellow surfer with an untapped musical talent. The two became fast friends, learning guitar together and hanging out between trips to the beach. Music was always a hobby for Frankenreiter, who began playing guitar in a local rock band called Sunchild during his late teens, but it wasn't until 2002 that he grew confident enough to try a solo career. Meanwhile, [Johnson](#)'s musical career had taken a meteoric leap, and he was starting his own Brushfire Records label. Frankenreiter reached out to his old friend, who released Frankenreiter's self-titled debut in May 2004. [Johnson](#) also made a guest appearance on the record, along with [G. Love](#) and [Koolhaas](#) of [the Eels](#).



For his next record, Frankenreiter broke from his mentor's label and partnered up with Lost Highway, which released 2006's [Move by Yourself](#). An EP full of cover

songs, [Recycled Recipes](#), appeared in 2007, with the polished full-length [Pass It Around](#) following a year later. Around this time, Frankenreiter relocated to Kauai and began gravitating toward Hawaiian instruments like slack key guitar, lap steel, and ukulele. All three figured prominently on his next album, [Revisited](#), essentially a reinterpreted version of his 2004 debut with a tropical island feel. [Revisited](#) was released in 2010, as were a second volume of the [Recycled Recipes](#) series and a fourth album of original material, [Glow](#).


Common Sense *California ("surf reggae")* Is an American band from Orange County, California. using sponsors instead of traditional music industry methods to make albums and gain promotion as featured in the Mercury Mariner commercial. Since their formation in 1987, they have released five albums under their own label, Common Sense Records. They have also released an album under the Virgin label, *Psychedelic Surf Groove*. Their song "Never Give Up" was used in the movie *Speed 2*.

El General, Edgardo A Franco (*Reggaeton, Spanish Reggae Hip Hop*) Edgardo A Franco was born, September 27, 1964 in the Rio Abajo region of Panama City, Panama. El General is widely considered the Father of Reggaeton (Spanish Hip Hop) and one of the first if not the first performers to write, record and perform the blend of Spanish, with Hip Hop and Dancehall Reggae music. It was natural that Jamaicans Music and Panamanian Music shared a symbiotic musical relationship. Jamaicans worked alongside Panamanians to help build the Panama Canal in the mid-seventies where Jamaican workers introduced Reggae to Panama.

Big Mountain (*San Diego, California, Spanish/English Roots Reggae*)

BIO: The evolution of the Big Mountain band started in 1986 as the San Diego, California reggae band Rainbow Warriors. In 1988, future Big Mountain lead vocalist Joaquin "Quino" (pronounced Kino) McWhinney joined as the lead singer of the band Shiloh. Quino is of Mexican/Irish heritage, and several members of his family were mariachi musicians. His interest in reggae began after seeing a documentary about Bob Marley and Rastafarian.

In 1989, Shiloh secured their first record deal and put out one album titled *California*



Reggae. In 1991, the band changed the name to Big Mountain, which was the name of a Native American reservation in Arizona. The original line-up was a sextet consisting of Quino (vocals), Lynn Copeland (bass), Gregory Blakney (drums), Jerome Cruz (guitar), Manfred Reinke (keyboards), and Lance Rhodes (drums).

The Fully Fullwood Band (*Kingston Jamaica*) Has worked with some of the all time greats in Jamaican Music, including Bob Marley, Peter Tosh, Joe Higgs, The Mighty Diamonds, Black Uhuru, Dennis Brown and Gregory Isaacs. Fullwood's bass sound has provided the essential rhythm to these artists' powerful words. It's no surprise that Fullwood is still in great demand today.

Rascalín And The Roots Rockers (*Bocas del Toro, San Clemente, CA*) Rascalín is influenced by Bob Marley. Rascalín breathes new life and perspective into the classic sounds of Roots Reggae. His love for the guitar and Jimi Hendrix, Rascalín has found and perfected his style, he is the Jimi Hendrix of Reggae. Rascalín grew up in Bocas del Toro, a small Caribbean island off the northern coast of Panama.

He is the realization of the collective dreams of his African, Chinese and Spanish fore-bearers Rascalín effectively delivers a musical bridge spanning the Gap between those still struggling and those more fortunate. Rascalín is the Jimi Hendrix of Reggae!

Tunnel Vision emerged from the idyllic beach town of San Clemente, CA wholly shaped by the SoCal culture and lifestyle. Skateboarding and surfing throughout the day, and blaring area punk rock, reggae and ska legends at night. The rowdy 6-piece outfit has distilled those influences to craft their own original sound that embodies the distinct flavor of life along SoCal's Pacific Coast like no other.

Attendees/Demographics

Figures based on average attendance 2019/2020; 33% Millennial, 33% X Generation and 33% Baby Boomers

- 65% of the visitors are from the host city
- 15% come from the surrounding communities
- 10% come from cities across the state
- 7% come from outside of the state
- 3% come from other countries

- Average Group # 4.0 Day – 2.5 Adults, 1.5 Children
- Average Group # 5.6 Night – 5.7 Adults, 0.3 Children
- 50% Families Day – 70% Active Adults, Evening/Night

- Average age 28 years 5% are 65 +
- 33% 18 to 28
- 33% 28 to 38
- 23% 38 to 48
- 10% 48 to 58 +

- Average Income \$52,000
- Annual household income \$142,000 Bracket
- Median Household income \$108,755, Bracket

- 87% have college or technical training (Age 25+)
- 87% still attend a university (Age 25+)
- 42% hold a bachelor's degree (Age 25+)
- 42% hold a masters degree (Age 25+)

Total retail sales (\$1000) \$52,345,305

Total retail sales per capita \$16,491

Sponsorship opportunities

TITLE Event Sponsor \$25,000, Per Date (\$50,000 4 or more dates) *Please Indicate If You're Choice Is Title Event Sponsor On The Application below*

1st Choice Exclusive Marketing & Selling Product or Service Category
Event Presenter, logo signage (all locations) including printed materials Tags on radio, television, print ads, social media, banners, tags, web
Site. *(See Media PR Campaign, TBA)* Souvenir Book ad, 12' X 12' Booth Space, staff and VIP badges

Main Stage Sponsor \$15,000 Per Date, (\$30,000 4 or more dates) Please complete Application below 2nd Choice Exclusive Product or Service

Main Stage Presenter, logo signage (all locations) including printed materials tags on radio, television, print ads, banner tags on Festival website. *(See Media PR Campaign)* Souvenir Book ad, 12' X 12' Booth Space, allotted staff and VIP

Surf Boards & Crafts Village Sponsor \$7,500 Per Date (\$20,000 4 or more dates) includes Second Stage Presenter, logo signage (all locations) including printed materials tags on radio, television, print ads, banner tags on Festival website. *(See Media PR Campaign)* Logo and link on official Festival website, Souvenir Book ad, 12' X 12' Booth Space, allotted staff and VIP badges

Food Court Sponsor (Restaurants, Not Eligible) \$5,500 Per Date (\$15,000 4 or more dates) Please complete Application Part 2 below
Includes; 1st Choice of Exclusive on Product or Service, Brand on food coupons, logo signage (all locations) including printed materials tags on radio, television, print ads, banner tags on Festival website. *(See Media PR Campaign)* Logo and link on official Festival website, ad in Souvenir Book, 12' X 12' Booth Space, allotted staff and VIP badges

Tattoo Village Sponsor (Tattoo Shops, Galleries Not Eligible) \$3,500 Per Date (\$12,000 4 or more dates)

Exclusive, service, Please complete Application Part 2 below

Includes; Exclusive, service, village banner sponsor, artist selection, limited exclusive on Product or Service Event Presenter, logo signage (all locations) including printed materials. Tags on radio, television, print ads, banner tags on Festival web Site. *(See Media PR Campaign)* logo and link on official Festival website.

Color ad in Souvenir Book, ('10 X 10') Booth Space plus 10 sponsor/10 VIP badges

Kids World Sponsor \$2,500 Cost Of Contracting Children/Kids Activities Per Date (\$8,000 4 or more dates) Please complete application

Stage 2, Drum Circle, Poets, DJ-Dance Hall Stage, Sponsor \$6,500 Per Date (\$15,000 4 or more dates) Please complete application

VIP Hospitality \$2,500 (Service Companies, Restaurants Eligible) (\$7,500 4 or more dates) Please complete application

Media Marketing Sponsors Options Per Date

Print Sponsors: \$7,500,

Doubled, Matched By Festival

Radio Sponsor Hispanic, \$5,000

Doubled, Match By Festival

Radio Sponsor African American \$7,500

Doubled, Match By Festival

Radio Sponsor Rock/Pop \$10,000

Doubled, Matched By Festival

Effectv.com TV/Cable Sponsor \$15,000

Matched By Festival

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Sponsorship Pledge

PLEASE INDICATE YOUR SPONSORSHIP COMMITMENT INTEREST BELOW:

- Event Banner Sponsor: _____ Y/N _____
- Main Stage Sponsor: _____ Y/N _____
- Second Stage Sponsor: _____ Y/N _____
- Food Court Sponsor: _____ Y/N _____
- Kids World Sponsor: _____ Y/N _____
- VIP Hospitality Sponsor: _____ Y/N _____
- Tattoo Village Sponsor: _____ Y/N _____
- Print Sponsors: _____ Y/N _____
Matched By Festival
- Radio Sponsor Hispanic, _____ Y/N _____
Match By Festival
- Radio Sponsor African American _____ Y/N _____
Match By Festival
- Radio Sponsor White _____ Y/N _____
Matched By Festival
- TV/Cable Sponsor _____ Y/N _____
Matched By Festival

Company Name: _____

Authorized Representative Only!

Print Name _____

[All Sponsorship Packages Are Tax Deductible]

Contact Information: E-mail _____

Phone _____ Company _____

Address _____ City _____ State _____ Zip _____

Signature _____

DATE: _____ Month, _____, 2022

Thank you for your Sponsorship interest in the 2024 "Surf n' Caribbean" Music Festival.

[All Sponsorship Packages Are Tax Deductible]

Overview

The “Surf n’ Caribbean” Music Festival, features performances by California Roots Sound Bands. The new generation of reggae music superstars and legendary acts. A group of 20 acts are invited to be part of the Festival this year. Local bands are added to provide their unique flavor of the region to the Festival. Children of all ages will enjoy our Kids Area featuring games and rides

The 1st Annual, "Surf n' Caribbean" music festival, is a fundraiser that benefits from corporate involvement through sponsorship and cash donations. We all have a role to play in fighting hunger in Orange County, and it begins with taking action. Join our fight to end hunger!

KIDS, 42% go hungry, seriously hampering their ability to focus, learn and grow.
THE ELDERLY AND DISABLED, hunger can exacerbate both long and short-term health problems and make recovering from minor setbacks difficult.

OC Bred is a nonprofit organization, committed to fighting hunger and homelessness. This live music festival event will benefit several nonprofit organizations in Orange County as well as driving business, for our local small businesses in San Clemente and the neighboring Beach Cities as well as the greater Orange County area.

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