

BE A PART OF THE SUMMER EXPERIENCE

☀️ INVEST IN COMMUNITY SPONSORSHIP

- Support the non-profit Salisbury Beach Partnership's concerts, fireworks, and family-friendly programs that make Salisbury Beach the place to be all season long.
- Your sponsorship directly contributes to creating a vibrant beach community that benefits visitors, residents, and local businesses alike.

☀️ 2025 SUMMER EVENTS CALENDAR

- 10 Weeks of Beach Center Saturday Night Concerts & Fireworks | June 28 – August 30
- 10 Weeks of Friday Night DJ Beach Parties
- Special Events & Festivals
- Beach Center Flowers & Beautification



WHY SPONSOR

☀️ HIGH-VISIBILITY BRANDING

- Gain prominent exposure to thousands of beachgoers

☀️ SUPPORT LOCAL CULTURE & ECONOMY

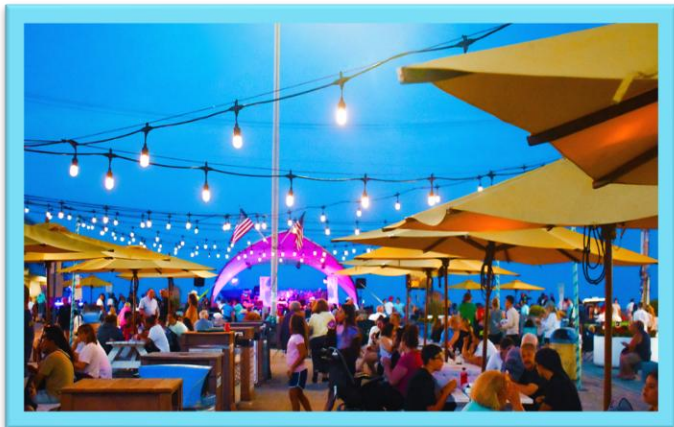
- Fund free public events that attract thousands of visitors—bringing foot traffic + tourism dollars to the local economy

☀️ COMMUNITY GOODWILL

- Align your brand with family-friendly programming that brings the community + visitors together.

☀️ TARGETED MARKETING OPPORTUNITIES

- Be featured on signage, collateral and across our digital channels, including website, social media, and email blasts reaching engaged local and regional audiences



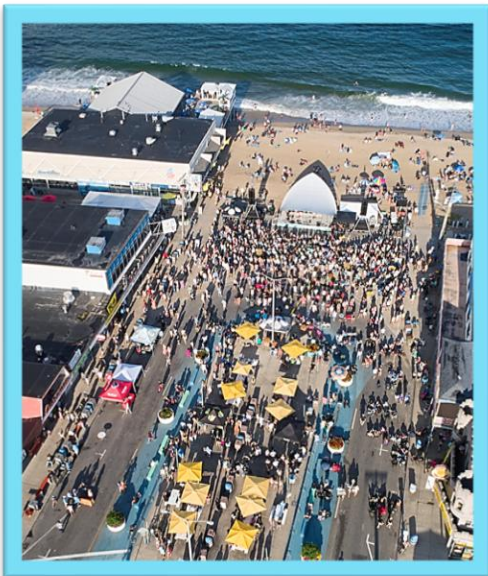
BRAND EXPOSURE

☀️ REACH TO 100K REGIONAL CONSUMERS ANNUALLY

- Wide regional draw from MA + NH—Essex + Suffolk Counties, Merrimack Valley, Boston + North, Southern New Hampshire + Summer Vacationers
- Primary Audience--Families, Couples, Locals within 50-mile radius and Tourists/Day Trippers

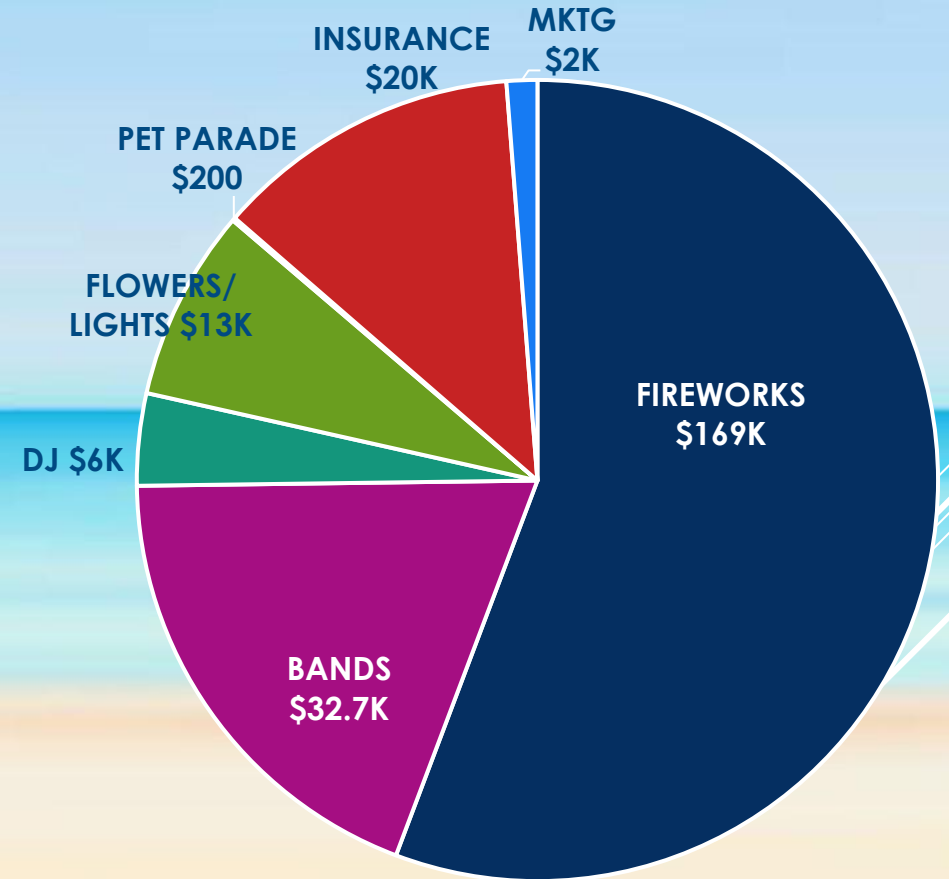
☀️ MORE THAN 200K LOGO IMPRESSIONS IN MA + NH MARKETS

- Collateral—Brochures + Posters
- Radio
- Email Marketing
- Social Media
- Beach Center Banners



2025 SUMMER PROGRAM COSTS = \$242.9K

ITEM	EXPENSE
10 Fireworks Shows	\$120,000
Fireworks Barge, Tug & Crew	\$ 45,000
Fireworks Insurance	\$ 4,000
Weekly Sound Company	\$ 14,500
10 Weekly Band Fees	\$ 15,700
Stage Electricity	\$ 1,000
Stage Set Up/Breakdown Labor	\$ 1,000
Stage Banners	\$ 500
Friday Night DJ	\$ 6,000
Beach Center Flowers & Lights	\$ 13,000
Pet Parade	\$ 200
General Liability Insurance	\$ 20,000
Marketing	\$ 2,000



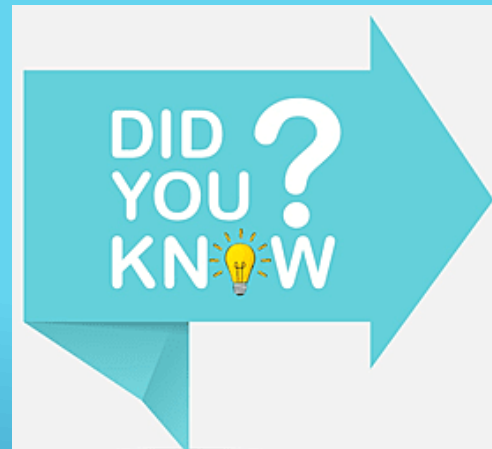
2025 SPONSORSHIP LEVELS

SPONSOR BENEFITS	HIGH TIDE SPONSOR \$12K+	BROADWAY CHAMPION \$8K+	BEACH LOVER \$5K+	BEACH SUPPORTER \$3K+	BEACH FRIEND \$1K+
CAROUSEL "FREE RIDES" \$4 value ea	100	75	50	25	10
LOGO ON PRINT & BANNERS	COLLATERAL, STAGE & CENTER	COLLATERAL + CENTER MEDIUM	COLLATERAL + CENTER SMALL	COLLATERAL ONLY	X
RADIO AD TAGS	5 WEEKS	2 WEEKS	X	X	X
SOCIAL MEDIA MENTIONS/TAGS	12	8	6	4	2
STAGE ANNOUNCEMENTS	✓	✓	✓	X	X
EMAIL BLAST RECOGNITION	WEEKLY	BI-WEEKLY	4 MENTIONS	2 MENTIONS	1 MENTION
BOOTH/SAMPLING OPPORTUNITY	10 x's	6 x's	4 x's	2 x's	X
WEBSITE/BUSINESS LINK	✓	✓	✓	✓	



Ignite Summer. Empower Community. Become A Sponsor.

Together, we can create a vibrant Salisbury Beach!



- Established in 2008, SBP has been instrumental in leading beach revitalization efforts for 16 years.
- We are an all volunteer organization led by a Board of Directors comprised of business owners and residents.

EMAIL: info@mysalisburybeach.com

WEBSITE: www.MySalisburyBeach.com