



Make an impact on the Island in 2024 by putting your company front & center at some of the most visible community events! Sponsoring chamber events offers businesses increased visibility and brand recognition, creating valuable networking opportunities with participants, sponsors, and community leaders. This not only enhances corporate image but also opens doors to partnerships and new business prospects. By supporting local events, businesses showcase their commitment to community involvement, contributing to a positive reputation within the local area. Looking forward to 2024, there are a variety of options to put your company front & center with the Pensacola Beach Chamber of Commerce!

## Monthly Networking Events

### Business After Hours

A business after-hours event is an informal gathering held outside regular working hours (5:30-7:00pm), providing a relaxed atmosphere for Chamber members to network and socialize. This monthly gathering takes place at any restaurant or bar on the Island and offers an opportunity for attendees to build meaningful connections in a more casual setting. With a focus on fostering relationships, our Business After Hours events allow participants to discuss industry trends, share ideas, and explore potential collaborations.

Your sponsorship covers the first drink free to members and any light hors d'oeuvres. Sponsoring companies work with the location to determine what the free drink will be. Average attendance for BAH events range between 45-65. BAH events take place on the 2nd Tuesday of each month, except for September.

**2024 Event Dates:** ~~Jan. 9, Feb. 6, Mar. 12, April 9, May 7, June 11, July 9, Aug. 6, Oct. 8, and Nov. 12~~

Pensacola Beach Chamber of Commerce  
7 Casino Beach Boardwalk | Pensacola Beach | Florida 32561  
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## **Business After Hours Sponsorships are \$100.**

- Sponsors will have the opportunity to welcome all guests.
- Sponsors can provide promotional giveaways to all attendees.
- Sponsors will have an opportunity to address attendees.
- Attendee business cards will be provided to sponsor at conclusion of event.
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and residents.
- Recognition in Chamber's online Event Calendar and all social media graphics where we boast more than 30,000 followers.

### Sponsor responsibilities:

- Work with Chamber staff to secure location.
- Arrange free drink option & price with venue.
- Arrange light hors d'oeuvres & price with venue.
- Provide 1 door prize to be given away in drawing.

## **Beach Ball Breakfast**

Enjoy a \$5 breakfast, get informed about the local Pensacola Beach community and events, and kick start your day while networking with other businesses! Breakfast is served at 7:30 a.m. followed by Pensacola Beach Chamber information at 8am and ends promptly at 9am. The structure of the agenda for breakfast is a welcome from our Board Chair, a message from Santa Rosa Island Authority, our sponsor message, our keynote speaker, member introductions, and door prizes! The Beach Ball Breakfast is open to anyone! Door prizes are encouraged. Average attendance for a Beach Ball Breakfast ranges between 45-65. BBBs are generally scheduled for the 3rd Friday of the month, except for January's breakfast.

**2024 Event Dates:** ~~Jan. 17 (Wed.), Feb. 15, Mar. 22, April 19, May 17, June 21, July 19, Aug. 16, Sept. 20, Oct. 25, and Nov. 22~~

## **Beach Ball Breakfast Sponsorships are \$150.**

- Sponsors will have opportunity to welcome all guests.
- Sponsors can provide promotional giveaways to all attendees.
- Sponsors will have an opportunity to share about their business.
- Attendee business cards are provided to sponsor at conclusion of event.
- Recognition in Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

# Annual Special Events

## Pensacola Beach Polar Bear Plunge

Need an exhilarating rush to help kick off your new year? Head to Pensacola Beach and plunge into the Santa Rosa Sound at the annual Polar Bear Plunge. Attendees partake in social festivities from 12pm-2pm. 2pm is the official plunge time where all participants will jump into the Santa Rosa Sound together!

**2025 Event Date:** Wednesday, January 1, 2025

Average attendance for the Polar Bear Plunge is 1,500.

**Title Sponsor: \$1,500.** Limited to 1

(in partnership with Pensacola Beach Chamber & Paradise Bar & Grill)

- Sponsor representative will welcome attendees at start of plunge alongside Pensacola Beach Chamber rep and Paradise Bar & Grill rep.
- Opportunity to give attendees promotional gift.
- Sponsor logo prominently displayed on PBP t-shirts (approx. 650 shirts)
- Sponsor logo on Polar Bear Cub Club teddy bears' shirts (approx. 100)
- Recognition on Event Signage
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.
- Recognition in Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

**T-shirt Sponsor: \$750.** Limited to 5

- Sponsor logo on PBP t-shirts (approx. 650 shirts)
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media and locals.
- Recognition in Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

**Polar Bear Cub Club Sponsor: \$600.** Limited to 1

- Exclusive sponsor logo on Polar Bear Cub Club teddy bears' shirts (approx. 100)
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.

- Recognition in Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

# 37th Annual "Go Irish on the Island"

## St. Paddy's Day Pub Crawl

This year marks the Chamber's 37th year of "crawling" and will feature 12+ participating beach bars, restaurants and hotels serving up Irish drink specials, music and mischief all day long. We set the schedule; you crawl! St. Paddy's Day Pub Crawl t-shirts are available at each participating location. While it's a celebration of Irish culture and traditions, the St. Paddy's Day Pub Crawl - in memory of event founder John Patrick "Paddy" Blake - is a fundraising event for the Pensacola Beach Chamber of Commerce and Covenant Care.

Average attendance for the St. Paddy's Day Pub Crawl is ~ 1,200-1,500.

**Title Sponsor: \$1,500. ~~SOLD Limited to 1~~** 

- Sponsor will welcome attendees at starting location of crawl.
- Opportunity to give attendees promotional gift.
- Sponsor logo on sleeve of event t-shirts. (approx. 500 shirts)
- Sponsor logo prominently placed on Pub Crawl postcard/map used by attendees.
- Recognition on Event Signage.
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media and locals.
- Recognition in Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

**Pub Crawl Stop Location Sponsor: \$640.** Limited to restaurants/bars

- Sponsor logo on event t-shirts. (approx. 500 shirts)
- Sponsor logo on Pub Crawl postcard/map used by attendees.
- Opportunity to sell event t-shirts prior to event day.
- Recognition on event signage.
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media and locals.
- Recognition in Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

**Swag Sponsor: \$150.** Unlimited, Open to All Chamber Members

- Sponsor gift included in participant swag bags given out at the last pub crawl stop.
- Recognition on event signage.
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.

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- Recognition in Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

## Art & Wine Festival

Sip, stroll and shop your way around the Pensacola Beach Boardwalk when it turns into an artist and wine lover's paradise at the Pensacola Beach Art & Wine Festival.

The Pensacola Beach Chamber of Commerce invites the public to spend a beautiful Saturday afternoon strolling the Pensacola Beach Boardwalk, enjoying the spring sunshine while sampling wines and perusing the works of some of the Gulf Coast's most talented artists.

Starting at 10 am and lasting until 4pm, the festival brings together 20+ local artists and more than 30 wine selections, all in one place. Wine tastings will begin at 1pm to 4pm.

The festival is free to the public, however, to participate in the wine tastings festivalgoers must purchase a ticket and receive a wristband.

**2024 Event Date:** Saturday, May 11, 2024

Average attendance ~1,500

**The Ultimate Wino: \$2,500 - Limited to 1 - SOLD**



- Exclusive opportunity to film promo video for event marketing purposes.
- Exclusive opportunity to hand out promotional items from Chamber's check-in tent.
- Company logo included on event banner located at Via De Luna/Ft Pickens Road intersection leading up to event.
- Company logo on all wine tasting glasses. (approx. 500)
- 2 Vendor spaces at festival.
- 6 event tickets.
- Company logo on all print, video, radio, and digital advertisements.
- Sponsor recognition announcements during festival.
- Company logo prominently displayed on all event signage.
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.
- Recognition in all press releases and Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

**Red Sponsor: \$1,500 - Limited to 3**

- Sponsor recognition announcement during festival.
- 4 event tickets.

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- Prominent placement of company logo on all sponsorship signage at event.
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media and locals.
- Recognition in all press releases and Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

**Rosé Sponsor: \$1,000 - Limited to 3 AVAILABLE**



- 2 event tickets.
- Sponsor recognition announcement during festival.
- Prominent placement of company logo on all sponsorship signage at event.
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media and locals.
- Recognition in all press releases and Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

**Wine Glass Sponsor: \$500 - Limited to 2 SOLD**



- Company logo on 250 event wine glasses
- Company logo on all sponsorship signage at event
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.
- Recognition in all press releases and Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

**Bubbles Sponsor: \$100 - Unlimited**

- 2 event tickets
- Company logo on all sponsorship signage at event
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.
- Recognition in all press releases and Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

# Pensacola Beach Fourth of July Fireworks

Let Pensacola Beach get you into the patriotic spirit this Independence Day! With the sugar-white sands of Pensacola Beach under your feet, keep your eyes focused on the night skies this 4th of July for a dazzling firework display along the Pensacola beach Boardwalk and Santa Rosa Sound.

**2024 Event Date:** Thursday, July 4, 2024



**Media Sponsor: \$1,000. Limited to 5-3 Available**

- Company logo included on event banner located at Via De Luna/Ft Pickens Road intersection leading up to event.
- Company name/logo announced with media coverage on both radio & tv spots.
- Recognition on Event Signage
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.
- Recognition in Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

## Blues Beachside Bazaar Sponsorship Opportunities

The Pensacola Beach Chamber hosts a vendor market each year at the annual Pensacola Beach Blue Angels Airshow! While attendees enjoy the Air Show, they can stop in and visit vendors! The Blues Beachside Bazaar is located at Show Center and is open both Friday & Saturday during the Airshow.

**2024 Event Dates:** Friday, July 12 & Saturday, July 13, 2024

Average attendance to Airshow ~100,000-150,000

**Presenting Sponsor: \$3,000 - Limited to 1**

- Exclusivity to be named as presenting sponsor of the Blues Beachside Bazaar on banner to read “Blues Beachside Bazaar presented by {Sponsor Name}”
- Exclusivity of sponsor logo to be placed on official Airshow Website.
- 2 VIP Parking passes for both days of Airshow.
- 2 tickets to Blue Angels VIP Reception Friday evening, July 12, 2024
- Prominent placement of one vendor tent spot for both days of the airshow, Friday & Saturday (tent provided by Chamber or sponsor may use branded tent)
- Sponsor included in all Red, White & Blues Beachside Bazaar press releases, social postings and on event signage.

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- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media and locals.
- Recognition in Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

**Vendor Booth Fee: \$1,000 - Limited to 12-2 Available**

- 10x10 tent space (tent provided) at Vendor market for two days during Blue Angels Airshow.

Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.

## Taste of the Beach

### Pensacola Beach's biggest culinary event!!

Taste of the Beach, one of the Pensacola Bay Area's most beloved annual fall food festivals, kicks off on Friday, Oct. 11, with an upscale, island-chic, progressive VIP Dinner and continues Saturday, Oct. 12, with a free, outdoor festival featuring signature dishes made by more than twenty Pensacola Beach restaurants, all staged around the Gulfside Pavilion on Casino Beach.

Hosted by the Pensacola Beach Chamber of Commerce, Taste of the Beach spotlights Pensacola Beach's unique restaurants and coastal cuisine, focusing on fresh, local seafood.

#### 2024 Event Date:

VIP Trolley Dinner - Friday, October 11

Taste of the Beach Festival - Saturday, October 12

Average attendance ~5,000

**5 STAR Premier Sponsor: \$3,500 - Limited to 1**

- Company logo on event banner located at intersection of Via de Luna/Ft. Pickens Road leading up to event date.
- Vendor space at Saturday's event.
- Company logo prominently placed on back of Taste of the Beach T-shirts.
- Company logo on all print, video, radio and digital advertisements.
- Sponsor recognition announcements during festival.
- Company logo prominently displayed on all event signage.
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media and locals.

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- Recognition in all press releases and Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

**4 STAR Entertainment Sponsor: \$2,000 - Limited to 1**

- Exclusive sponsor of main stage with signage at Gulfside Pavilion
- Opportunity to announce special entertainment at 2pm.
- Company logo on Taste of the Beach event t-shirts.
- Sponsor recognition announcement during festival.
- Prominent placement of company logo on all sponsorship signage at event.
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.
- Recognition in all press releases and Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.



**3 STAR \*Friday\* VIP TROLLEY Dinner Sponsor: \$1,000 - Limited to 5 2 AVAILABLE**

- Exclusive naming rights of a VIP trolley during the Friday night VIP Trolley Dinner
- Company logo is prominently displayed on interior & exterior of said VIP Dinner Trolley.
- 2 tickets to Friday Night VIP Trolley Dinner
- Sponsor recognition announcements made by Trolley host.
- Company logo prominently displayed on menu cards distributed to each guest.
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.
- Recognition in all press releases and Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

**Champagne Sponsor: \$600 Limited to one**

- Exclusive opportunity to welcome guests for each trolley departure time.
- Company logo is displayed in Visitors Information Center for toast to kick off each trolley time.
- Company logo is displayed on select promotional materials.
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.
- Recognition in all press releases and Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

**Water Tumbler: \$400 Limited to 4 1 Available**



- Company logo is co-branded with TOB logo displayed on reusable water bottles sold during TOB festival. (approx. 250)
- Company logo is displayed on select promotional materials.

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- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.
- Recognition in all press releases and Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

**Friend of Taste of the Beach: \$125 Unlimited**

- Company logo is displayed on banner located in the event dining tent.
- Company logo is displayed on select promotional materials.
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.
- Recognition in all press releases and Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

## Beach-O-Ween

Trick or Treat on the Boardwalk! Vendors will be set up to pass out goodies & host a fun Halloween-themed game for kids! The event goes from 4pm-8pm, emceed by Cat Country 98.7 with a live remote and features a kid's costume contest!

Help sponsor the Pensacola Beach Chamber's vendor booth and we'll hand out your goodies for you!

**2024 Event Date:** Friday, October 18, 2024

Average attendance ~2,000

**Spooky Friend: \$500 Limited to 1**

- Exclusive opportunity to provide sponsor banner at PBCOC booth at event.
- Exclusive opportunity to hand out promotional items with company branding.
- Company logo on all print, video, radio, and digital advertisements.
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.
- Recognition in all press releases and Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

**Candy Sponsor: \$125 Unlimited**

- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.
- Recognition in all press releases and Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

# Season Your Holidays

## Lighted Boat Parade

The Lighted Boat Parade sets sail at 6:30 p.m. from Sabine Marina and make its way around the Santa Rosa Sound to the Pensacola Beach Boardwalk where it will dock by 7:30 pm. Directly following the boat parade, Santa will make his way to the Quietwater Shell to greet the children. Spectators can watch the parade from Little Sabine or the Pensacola Beach Boardwalk and any of the businesses along the route.

**2024 Event Date:** Friday, December 6, 2024 (Rain Date: Friday, Dec. 13th)

Average attendance ~2,000

**Title Sponsor: \$1,500** - Limited to 1

- Exclusive opportunity to film promo video for event marketing purposes.
- Exclusive opportunity (2 tickets) to ride in the lead boat with Santa and disembark with Santa onto the Pensacola Beach Boardwalk.
- Company logo included on event banner located at Via De Luna/Ft Pickens Road intersection leading up to event.
- Company logo, co-branded with PB Chamber, on kids' gifts after pictures with Santa on the Boardwalk.
- Company logo on all print, video, radio, and digital advertisements.
- Company logo prominently displayed on all event signage.
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.
- Recognition in all press releases and Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.

## Surfin' Santa Christmas Parade

Make your way to Pensacola Beach on Sunday, Dec. 3, to see Santa Claus close out the annual Surfin' Santa Beach Parade!!! Starting at 2 p.m. from Gowens Park, the parade will make its way down Via De Luna toward Casino Beach and end at the Gulfside Pavilion.

**2024 Event Date:** Sunday, December 8, 2024 (Rain date: Sunday, Dec. 15)

Average attendance ~2,000

**Santa Sponsor: \$1,000** - Limited to 5 **4 Available**



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- Company logo included on event banner located at Via De Luna/Ft Pickens Road intersection leading up to event.
- One (1) parade float entry.
- Company logo on all print, video, radio, and digital advertisements.
- Recognition in weekly e-newsletter sent to members, general community sign-ups, public officials, local media, and locals.
- Recognition in all press releases and Chamber's online Event Calendar and all social media graphics with more than 30,000 followers.