

Discover Pacific Beach
Fundraising Committee Meeting Agenda

Date: February 25, 2026

Time: 10:00 a.m.

Location: The Duck Dive – 4650 Mission Blvd

Agenda

1. Call to Order and Introductions

Todd Barnett, Chair, Board Treasurer

2. Non-Agenda Public Comment

- a. Public comment may be made on any non-agenda topic in the committee's area of responsibility.
- b. The Chair will call on those who wish to give public comment. (Public comments are limited to 2 minutes per speaker.)

3. Fundraising Priorities: What Are We Raising Funds For?

Todd Barnett, Chair, Board Treasurer

4. Sponsorship Goals for Key Events

Todd Barnett, Chair, Board Treasurer

5. Sponsor Package and Outreach Strategy

Sunny Lee, Executive Director

6. PR Plan Overview

Sunny Lee, Executive Director

7. Action Items and Recommendations

Todd Barnett, Chair, Board Treasurer

8. Adjourn

Todd Barnett, Chair, Board Treasurer

THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.

To request an alternative format, or to request a sign language or oral interpreter for the meeting, please contact the Meeting Coordinator at least five (5) working days before the meeting at (858) 273-3303 to ensure availability. Assistive Listening Devices (ALDs) are available for the meeting upon request.

Discover PB Fundraising Committee Meeting - Minutes

January, 7, 2026 | 11:00 a.m.

The Duck Dive

Present: R. Winn, D. Rodger, V. Bernal, K. Marcheschi, T. Barnett, S. Hales

Strategic Planning and Goal Setting

The meeting commenced by defining the committee's primary mandate: to prepare recommendations for fundraising, sponsorship, pricing, and event timelines to strategically shape the upcoming calendar year's budget. A central objective is to reinvigorate fundraising efforts, focusing on increasing the revenue generated from the existing event cycle rather than getting bogged down by event logistics. The immediate task is to frame the committee's thoughts and generate ideas in preparation for a larger strategic planning session. This future session will adopt a five-year outlook, assessing how to grow each event and capitalize on the large audiences they attract. The committee, currently composed of nine board members, will evaluate the viability of all current events, question sponsorship goals that are currently as low as zero, and explore new sponsor-outreach ideas to determine what is best for the organization's long-term growth.

Event-Specific Fundraising Analysis

The committee conducted a detailed review of individual fundraising events, analyzing performance and growth potential.

- **Restaurant Walks:** A minimum sponsorship goal of \$5,000 was proposed for the restaurant walks, a significant increase from the current goal of zero. Members suggested targeting food and liquor distributors like U.S. Food Specialty and Cisco for cash sponsorships, as they benefit from product exposure. It was noted that the Heart Walk does not include an alcohol component, and while in-kind donations like plates from Cisco are helpful, the focus should be on securing cash. The idea of charging restaurants to participate was quickly dismissed as unsuitable for the area.
- **North PB Restaurant Walk:** The group decided to postpone the proposed North PB Restaurant Walk, which was previously run by a local PTO. The plan is to spend the current year building relationships with North PB businesses, with the potential to launch the event in calendar year 2027 (FY27). A benchmark for success would be securing 15-20 participating restaurants.
- **Ticket Sales and Costs:** The most recent restaurant walk sold out its 300 tickets, but another 100 were given away as complimentary or donated to

community groups. This strategy is seen as a “gateway” to attract future paying attendees.

- **Beach Fest and Zombie Bar Crawl:** While Beach Fest was mentioned as a successful event, the group identified the Zombie Bar Crawl as having significant potential, suggesting a sponsorship goal of \$20,000.
- **Annual Casino Night:** This event was identified as very expensive, generating little to no direct profit and offering no post-event fundraising opportunities. Its primary value has been as a celebration and appreciation event for participating businesses and their staff. This has created a strategic conflict, which is discussed further in its own section.

Marketing and Brand Presence Enhancement

Marketing was identified as a critical theme for 2026 and a major lever for fundraising. The discussion centered on modernizing marketing strategies to boost event attendance, attract sponsors, and elevate the Discover PB brand.

A key point was the growing trend of sponsors valuing high-quality digital content and online impressions more than the number of in-person attendees. A strong social media recap video, for example, can be more valuable to a national brand than a physical billboard because the content is repurposable and provides trackable data like clicks and impressions.

To this end, the committee discussed several initiatives:

- **Digital Advertising:** The organization has experimented with a “social mirror” campaign at a cost of \$2,500 per month, which proved effective in getting the word out. The desire is to run this year-round to continuously collect and build on user data. The current social media ad spend for restaurant walks is a modest 100 –200 per event.
- **Content and Skills:** A proposal was made to secure funding for professional development, allowing staff to attend workshops on content creation and learn to leverage new AI tools to avoid being left behind by new technology.
- **Performance Tracking:** A new priority is to start tracking social media follower growth and engagement against advertising spend to measure the return on investment of marketing campaigns.

Expanding Sponsorship and Community Outreach

The committee strategized on expanding its sponsorship base by building new relationships and employing more sophisticated outreach methods. A significant shift in approach involves moving away from generic sponsorship packets toward creating customized proposals tailored to each potential partner. This allows for flexible tiers, from offering a small coffee shop a

presence in exchange for gift cards to pitching a \$10,000+ package to a major corporation like Starbucks.

Key outreach strategies include:

- **Targeting New Sectors:** The group aims to attract non-traditional and national sponsors by showcasing the value of their digital reach and social media content, which is highly valued by partners who may never physically attend an event.
- **Local Business Engagement:** To connect with unengaged local businesses, a “Lunch and Learn” or business roundtable series was proposed. These meetings would be hosted without board members present to create a “safe place” for businesses to discuss topics like city permitting, advocacy, and how to get more involved with Discover PB.
- **Networking:** Members advocated for breaking out of the “PB bubble” by attending events hosted by influential networking groups like the Young Presidents’ Organization (YPO) and the University Club. To create awareness and to expand the network of Discover PB.

Re-evaluating the Annual Awards Dinner

A significant portion of the discussion was dedicated to the strategic conflict surrounding the annual Casino Night, held on the Bahia paddle boat. Historically, it has served as a celebration to recognize and reward local businesses, who can treat their staff to a fun evening.

The group debated the event’s dual identity, acknowledging that servicing local businesses is a different, less “heart-wrenching” fundraising proposition than a typical non-profit cause. Several ideas were explored to bridge this gap:

- **Cultivating Sponsors:** One suggestion was to have board members purchase tables and then invite potential sponsors, city officials, or other key figures to sit with them as complimentary guests.
- **Filling the Room:** To ensure the event feels successful, members proposed using any unsold tables as complimentary seating for potential partners and other groups they wish to build relationships with.
- **A Separate Donor Gala:** The idea of creating a separate, dedicated donor gala was floated as a potential solution, allowing the Casino Night to remain a business appreciation event while a new event focuses purely on high-level fundraising.

Last year, 16 tables were sold, with regular participation. The committee will explore inviting sponsors to purchase the remaining tables to maximize revenue and networking opportunities.

2026 Pacific BeachFest Sponsorship Strategy Proposal

27th Annual Pacific BeachFest

1. Event Overview

Pacific BeachFest celebrates its 27th year in 2026. Following our largest event to date in 2025, this milestone year presents a strategic opportunity to elevate sponsorship revenue, enhance programming, and strengthen long-term brand partnerships.

Our objective is to secure high-level sponsors early, increase multi-year commitments, and activate board-led outreach to expand our network.

2. Sponsorship Tiers

Presenting Sponsor (\$30,000 – \$40,000)

- Event branded as 'Pacific BeachFest presented by [Sponsor]'
- Top logo placement on all marketing materials
- Main stage recognition and speaking opportunity
- Premium booth placement
- Dedicated social media campaign
- Inclusion in media interviews
- Post-event impact report
- Category exclusivity

Headline Stage Sponsor (\$15,000 – \$20,000)

- Naming rights to main stage
- Logo on stage backdrop
- Verbal recognition throughout programming
- Premium booth space
- Social media features
- Inclusion in email marketing

Community Champion Sponsor (\$10,000)

- Logo on website and event signage
- Booth space
- Social media recognition
- On-site banner placement
- Logo on volunteer shirts

Supporting Sponsor (\$5,000)

- Logo on website
- Booth space
- Group social media recognition
- On-site signage placement

Activation Partner (Custom Investment)

- Custom interactive footprint
- Branded engagement space
- Lead capture opportunity
- Co-branded digital promotion

3. Board Outreach Email Templates

Dear Board Members,

As we prepare for the 27th Annual Pacific BeachFest, we are activating board-led sponsorship outreach. Each board member is asked to identify 3 to 5 potential sponsors within their network and make a warm introduction.

Please cc the Executive Director on introductions so follow-up and sponsorship management can be handled efficiently.

Together, even one strong introduction per board member can significantly increase our sponsorship revenue this year.

Thank you for your leadership and partnership.

Warm Introduction Template

Subject: Introduction – 2026 Pacific BeachFest Sponsorship Opportunity

Hi [Name],

I would like to introduce you to Sunny Lee, Executive Director of Discover Pacific Beach. Pacific BeachFest is entering its 27th year and continues to be one of the largest coastal community festivals in San Diego.

I believe your brand would be a strong fit for this milestone year. Looping you both in to explore sponsorship opportunities.

Best,

[Board Member Name]

Direct Ask Template

Subject: Partner with the 27th Annual Pacific BeachFest

Hi [Name],

I serve on the board of Discover Pacific Beach and we are preparing for the 27th Annual Pacific BeachFest. Last year was our largest event to date, and we are expanding in 2026.

Would your organization be open to reviewing sponsorship opportunities? I would be happy to connect you directly with our Executive Director.

Best,

[Board Member Name]

4. Sponsorship Communication Strategy

- Objectives:

Secure Presenting Sponsor by Q2

Increase overall sponsorship revenue to \$90k

Activate board networks strategically

Strategy Components:

- Board members assigned outreach targets
- Centralized tracking spreadsheet
- Monthly fundraising progress updates
- Early confirmation incentives for returning sponsors
- Multi-year sponsorship conversations for top-tier partners

Success Metrics:

- Total sponsorship revenue secured
- Number of new sponsor partners
- Multi-year commitments secured
- Sponsorship revenue confirmed before event production deadlines

Pacific Beach Zombie Walk & Trick-or-Treat

October 30, 2026 | Garnet Avenue: Haines Street to Mission Boulevard

Sponsorship Tiers

Presenting Sponsor – \$5,000 (Exclusive)

- Event naming rights: “Pacific Beach Zombie Walk presented by [Sponsor Name]”
- Largest logo placement on all marketing materials
- Logo on posters, maps, website, social media, and press materials
- Banner placement at event start and finish
- Verbal recognition during costume contest
- Opportunity to host activation booth along event route
- Featured sponsor spotlight post
- Option to provide branded trick-or-treat bags
- First right of refusal for 2027

Community Champion – \$2,500

- Prominent logo placement on posters, maps, and website
- Social media sponsor spotlight
- Recognition during costume contest announcements
- Opportunity for sidewalk activation table
- Logo inclusion in press release

Supporting Sponsor – \$1,000

- Logo on event poster and website
- Recognition in sponsor thank-you post
- Listing on Trick-or-Treat map

Friend of the Zombies – \$500

- Business name listed on website and event signage
- Inclusion in sponsor thank-you graphic

In-Kind Sponsors

Candy, printing, signage, or costume contest prizes

Recognition aligned with value of contribution

Event Overview

The Pacific Beach Zombie Walk & Trick-or-Treat is a signature fall activation that transforms Garnet Avenue into a family-friendly Halloween destination.

Event Schedule:

- 4:00 PM – 8:00 PM: Trick-or-Treat on Garnet
- 8:00 PM – 9:00 PM: Zombie Walk & Costume Contest

Street Closure: Mission Boulevard to Ingraham Street

Expected Attendance: 2,000+ participants

2026 Sponsorship Goal

Target Revenue: \$20,000

Suggested Sponsorship Breakdown:

- 1 Presenting Sponsor at \$5,000
- 3 Community Champions at \$2,500
- 5 Supporting Sponsors at \$1,000
- 6 Friends of the Zombies at \$500

Board Outreach Strategy

Board Members Will:

- Identify 3–5 potential sponsors each
- Make warm introductions
- Send personalized outreach emails
- Follow up within 5–7 days
- Report progress at fundraising meetings

Executive Director Will:

- Provide sponsorship materials
- Track outreach and commitments
- Close major sponsorships as needed
- Handle invoicing and fulfillment

Board Email Templates

Warm Introduction Email

Subject: Pacific Beach Zombie Walk Sponsorship Opportunity

Hi [Name],

Discover Pacific Beach is hosting our annual Zombie Walk & Trick-or-Treat on October 30, 2026, and I immediately thought of you.

This event activates Garnet Avenue with thousands of families and community members for trick-or-treating and a festive zombie procession.

We are currently securing sponsors and would love to explore whether [Company Name] would consider partnering at the \$2,500 or \$5,000 level.

Would you be open to a brief conversation to learn more?

Thank you,

[Board Member Name]

Corporate-Level Ask Email

Subject: Presenting Sponsor Opportunity – 2026 Zombie Walk

Hi [Name],

Discover Pacific Beach is offering an exclusive Presenting Sponsor opportunity for our October 30, 2026 Zombie Walk.

The event draws thousands of families and offers premier brand placement and activation opportunities.

I would love to connect you with our Executive Director to discuss alignment.

Best,

[Board Member Name]

Follow-Up Email

Hi [Name],

Just following up regarding the Zombie Walk sponsorship opportunity. We would love to include [Company Name] as a partner.

Happy to answer any questions or schedule a quick call.

Thank you,

[Board Member Name]

Discover Pacific Beach

Event Public Relations & Promotion Playbook Template

1. Why This Matters

Our events are economic drivers, brand builders, and fundraising tools. A standardized PR system increases sponsor visibility, grows attendance, strengthens media relationships, and demonstrates measurable return on investment.

This template ensures every event follows a consistent, high-impact promotional strategy.

2. Core Messaging Framework

- What is the headline?
- Who is this for?
- Why does it matter to Pacific Beach?
- What action do we want the audience to take?
- Standard structure: Discover Pacific Beach invites the community to __ on __ to celebrate __ and support local businesses.

3. PR Timeline Template

8–10 Weeks Out

- Confirm permits and logistics
- Finalize branding and graphics
- Launch website event page
- Draft press release
- Build media pitch list
- Create sponsor share toolkit

6 Weeks Out

- Distribute save-the-date press release
- Submit to community calendars
- Notify City Council office
- Begin teaser social campaign

4 Weeks Out

- Distribute full press release
- Launch paid social if budgeted
- Start email countdown series
- Pitch morning TV and radio

2 Weeks Out

- Behind-the-scenes content
- Sponsor highlight posts

- Street signage and flyering
- Direct email to past attendees

Week Of Event

- Final media advisory
- Daily social posts
- Board and sponsor amplification push

Post Event

- Recap press release
- Share attendance and impact numbers
- Distribute photo gallery
- Sponsor thank-you campaign

4. Media Strategy

Focus on relationship building with local media outlets. Maintain a running media contact list. Pitch story angles tied to economic impact, small business support, tourism trends, community engagement, and leadership.

- Customize pitches per outlet
- Offer visual hooks and interview opportunities
- Provide ready-to-use quotes
- Follow up professionally and consistently

5. Sponsor Amplification Strategy

- Provide branded social graphics
- Share caption templates
- Provide email copy for distribution
- Offer sponsor-ready media quotes
- Encourage cross-promotion

6. Visual Strategy

- Drone footage
- Crowd shots
- Sponsor activation moments
- Stage programming
- Video testimonials
- High-quality recap content

7. Measurement & ROI

- Media placements and estimated reach
- Social impressions and engagement
- Website clicks

- Email open and click-through rates
- Attendance numbers
- Sponsor amplification metrics
- Economic impact estimates

8. Fundraising Alignment

PR is an investment that increases event revenue, strengthens sponsor value, and positions Discover Pacific Beach as a growth-oriented district leader.