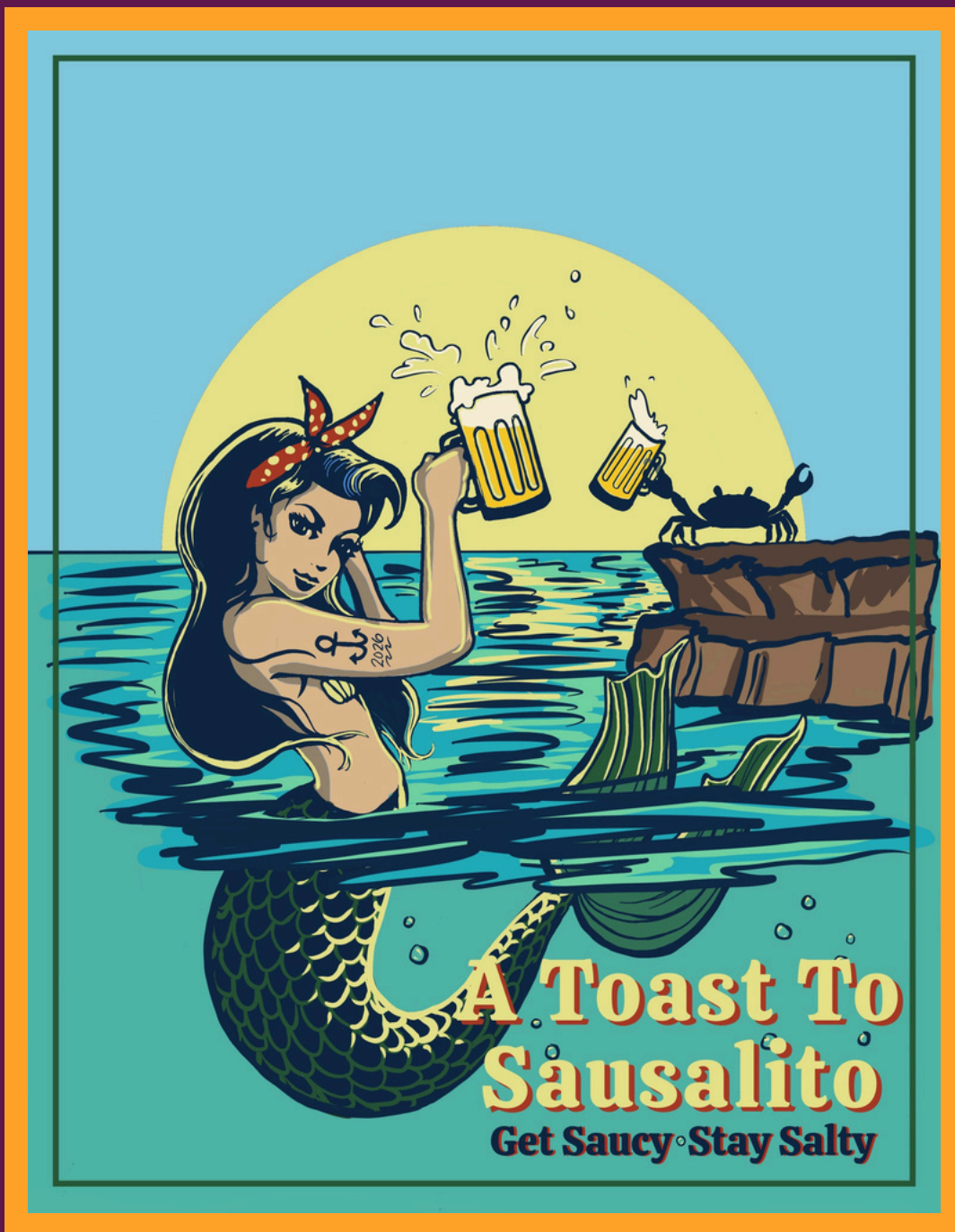


Sausalito Parks and Recreation and
Chamber of Commerce Presents



Sponsorship Packet



THE OPPORTUNITY



A Toast to Sausalito puts your brand in front of thousands of engaged, high-income Bay Area consumers – in person and across a media network that reaches well beyond the event date.

THE AUDIENCE

3,000–4,000+ attendees with a median household income of \$120k–\$200k. Ages 30–65. Professionals, families, and retirees who shop local, dine out regularly, and actively support the brands that show up for their community.

THE REACH

Your brand appears across an 11,000+ email list, an 80,000+ partner network, print and digital ads in Marin Magazine and Pacific Sun, Northern California Public Media placements, and city-wide social and press channels before, during, and after the event.

THE INVESTMENT

Sponsorships start at \$150 and scale to \$10,000 for the Presenting Sponsor designation. Every tier includes tangible brand exposure, on-site presence, and direct access to an audience ready to engage.

WHY IT MATTERS

Community Trust

Sponsored by the City of Sausalito – attendees know this is an official, quality event backed by local government.

Captive Audience

Five blocks, one afternoon. Attendees aren't passing through – they're staying, exploring, and spending for four hours

Multi-Channel Exposure

Your logo lives on posters, flyers, email campaigns, social posts, our event website, and press releases for months beforehand.

Limited Availability

Top tiers are capped at 1–6 sponsors. Early commitment secures premium placement and the best branding options.

ABOUT THE EVENT



A Toast to Sausalito is Sausalito's signature street festival — a vibrant celebration of craft beverages, local art, and community spirit along the iconic Caledonia Street. Spanning four full city blocks and nearly half a mile, the festival brings together the best of Marin County for an unforgettable afternoon of libations, live music, art competitions, and community connection.



Paying homage to beloved Sausalito traditions like the Caledonia Street Fair, Sausalito Art Festival, and Taste of Sausalito, the 2026 festival honors the city's rich cultural heritage while introducing exciting new experiences that bring Sausalito residents and visitors from across the Bay. Together in celebration!



FESTIVAL OFFERINGS

Craft Beverages

This is the heart of the event and the primary draw. Taste samples from 40+ Beer, wine, and spirit vendors. À-la-Carte drink options are available too.



Art & Culture

Collaborative art projects, interactive performances, artist competitions, and live art demos line the street.



Live Entertainment

Three musical stages with bands and entertainment will keep you grooving block-by-block.



Local Community

Celebrate our community with 100+ local vendors and merchants, family friendly programming, and neighborly connection.





SPONSORSHIP LEVELS



THE PRIVATE OASIS

\$25,000

1 Available | Total Brand Ownership | The "Mini-Gala" Experience

This is a private, fully hosted event within the larger festival—designed as an exclusive hospitality pavilion for invited guests.

Exclusive Real Estate & Brand Takeover

- Full control of Robin Sweeny Basketball Court at Bee Street intersection
- Fully enclosed, gated space with controlled access
- Visible to 2,500+ attendees while remaining private
- Complete brand immersion: perimeter fencing, custom entry, and interior branded elements

Elevated Hospitality Experience

- Curated, high-end buffet featuring local Sausalito flavors
- Private craft bar with premium wine, beer, and signature cocktail
- Professional waitstaff providing continuous, line-free service

Premium Guest Amenities

- Private luxury restroom access
- 50 all-access VIP wristbands for invited guests
- Dedicated retreat space within the festival
- Commemorative branded glassware for each guest

Recognition & Measurable Value

- Presenting Sponsor placement across marketing and on-site materials
- Custom QR code check-in for lead capture
- 2-minute speaking opportunity on main or interactive stage

Scalability & Flexibility

- Option to purchase up to 25 additional VIP passes at a preferred rate
- Ability to expand guest list without compromising experience quality

Positioning

- You provide the guest list—we deliver the setting, hospitality, and most prestigious address in Sausalito for the day
- Your role: host, engage, and build relationships with key clients

*(Sponsorships
continued
on next page)*



SPONSORSHIP LEVELS



THE MEGA YACHT

\$25,000

1 Available | Executive Suite Partner | Turn-Key Power Networking

A high-visibility, fully hosted hospitality suite positioned at the center of the festival—designed for brands that want to engage, host, and be seen in the middle of the action.

Prime “Power Position” Real Estate

- 20x20 custom lounge in a high-traffic, high-visibility location
- Open footprint that keeps the brand embedded in festival energy
- Styled environment with lounge seating, cocktail tables, and cohesive branded décor

High-Volume Client Hosting

- 50 all-access VIP wristbands for client entertainment and prospect engagement
- Built for rotation—host multiple waves of guests throughout the event
- Ideal for sales teams to anchor conversations and build relationships
- Option to expand with additional VIP passes at a preferred rate

Curated Hospitality Experience

- Elevated charcuterie, artisanal grazing boards, and small bites
- Dedicated lounge space with private suite attendant to maintain service and environment
- Full access to festival vendors for extended sampling

Comfort & Utility

- Access to dedicated luxury restroom facilities
- Shaded lounge environment for comfort and longer engagement
- Charging stations and functional amenities to support extended stays

Brand Visibility & ROI

- Prominent branding across suite, event map, and marketing channels
- Stage proximity enables recognition and verbal mentions
- QR code lead capture for seamless data collection

Category Leadership

- Opportunity for category exclusivity within the Executive Suite tier

Positioning

- A high-energy hosting platform—not a passive sponsorship
- Places the brand at the center of attention and traffic flow
- Your role is to host, engage, and convert

*(Sponsorships
continued
on next page)*



SPONSORSHIP LEVELS



THE SUPER YACHT

\$10,000

1 Available | "Backstage" Pod | Intimate | High-Energy Access

A hyper-targeted, front-row hospitality experience designed for small groups of key decision-makers—combining live music energy with effortless, high-touch service.

Front Row Real Estate

- Dedicated 10x10 VIP seating pod adjacent to the Locust or Pine Street stages
- Unobstructed, up-close views of live performances
- Lounge-style setup with soft seating, cocktail tables, and cohesive branded design
- Positioned in the highest-energy zone of the festival

High-Touch Hospitality

- Dedicated waitstaff—food and drinks delivered directly to guests
- Curated selection of premium small bites designed for in-seat dining
- Seamless experience with no lines, no movement, and no interruptions
- VIP access allows guests to explore vendors and return to reserved seating

Exclusive Access & Guest Experience

- 10 all-access VIP wristbands for a focused, high-value guest group
- Ideal for executive hosting, deal-making, or rewarding top performers
- Option to add limited additional passes at a preferred rate
- Commemorative branded glassware for each guest

Brand Visibility & ROI

- Prominent branding on the pod and near the adjacent stage
- Association with live music, energy, and premium placement
- QR code integration for direct lead capture or digital follow-up
- Stage shout-outs reinforcing sponsor presence throughout performances

Positioning

- Built for depth over scale—fewer guests, higher impact
- Creates a shared, high-energy experience that strengthens relationships
- Your role is to host, entertain, and close in a memorable setting

(Sponsorships
continued
on next page)



SPONSORSHIP LEVELS



THE SPORT FISHER

\$10,000+

1 Available | Car Sponsorship | Integrated Luxury Brand Experience

A multi-point activation that transforms mobility, technology, and visibility into a seamless, high-impact brand presence throughout the event.

Luxury Concierge Shuttle

- Official Executive Shuttle service for VIP guests (Grand Pavilion & Executive Suite)
- Pick-up/drop-off from ferry terminal and designated off-site parking
- In-vehicle “pre-toast” and brief, guided product experience
- Converts transit into a captive, high-value brand interaction

“Trunk-to-Table” Culinary Activation

- Display vehicle as the centerpiece of a premium food-and-beverage experience
- Front trunk styled as a chilled raw bar or caviar station
- Staffed service driving guest interaction directly around the vehicle
- Designed for high visibility, social engagement, and shareable moments

Mobile Power VIP Lounge

- Branded tech lounge powered by the vehicle’s EV capabilities
- Charging stations, cooling elements, and ambient lighting supported by the car
- Guests experience interior features (audio, seating, comfort) firsthand
- Positions the vehicle as both luxury and functional lifestyle infrastructure

VIP Access & Digital Integration

- Ownership of VIP entry experience with branded “digital key” access
- QR-enabled entry driving lead capture and opt-in engagement
- Integrated touchpoint with all high-value attendees
- Seamlessly blends access control with brand interaction

Premium Placement & Closing Experience (Add on +15,000)

- Hero vehicle placement in a high-visibility “anchor” location
- Professional lighting and staging for continuous brand exposure
- “Sunset send-off” experience for select VIPs with private chauffeured rides
- Extends engagement beyond the event and into a closing, relationship-building moment

Positioning

- Not a static display—an active, fully integrated brand platform
- Engages guests across arrival, experience, and departure
- Aligns the brand with luxury, innovation, and seamless access

*(Sponsorships
continued
on next page)*



SPONSORSHIP LEVELS



LIGHTHOUSE

\$10,000

1 Available – Presenting Sponsor

- Company name listed as Presenting Sponsor on Poster Image and all event advertising
- Up to 3 banners displayed at event; Branding on Digital Passport (if available)
- 20'x10' tent at premium location (tent, tables, chairs included)
- 4 branded social posts (pre, during and post-event)
- Featured Logo in paid advertising
- Premium logo placement on posters, flyers, website, banners, press releases, media outreach, and event map
- 5 MC announcements across both stages
- 8 tasting wristbands + 8 event shirts

CATAMARAN

\$5,000

6 Available

- Branding on event cup, stage, or art competition (your choice)
- 2- 10'x10' tents (tent, table, chair included)
- 2 branded social posts
- Logos on all print ads, posters, website, and event map
- 3 MC announcements on Main or Interactive Stage
- 4 tasting wristbands + 4 event shirts

HOUSEBOAT

\$2,500

6 Available

- Branding on stage, water station, or event shirts (your choice)
- 2 A-frame signs or 1 banner (3'x10') at your tent
- 10'x10' tent (tent, table, chair included)
- Logo on all print ads, posters, website, and event map
- 4 tasting wristbands + 4 event shirts

*(Sponsorships
continued
on next page)*



SPONSORSHIP LEVELS



TUGBOAT

\$1,000

10 Available

- 10'x10' tent (tent, table, chair included)
- Logo on all print ads, posters, website, and event map
- 4 tasting wristbands + 4 event shirts

LIFE RAFT

\$500

20 Available

- 10'x10' vendor space
- Logo on all print ads, posters, website, and event map
- 2 tasting wristbands + 2 event shirts

*Tent, table, and chair not included

KAYAK

\$200

50 Available – Accepted Vendors Only

- Logo on event map
- Business listing on event website
- 2 tasting wristbands + 50% off event shirts

*Vendor booth fees / space not included

ANCHOR

\$150

50 Available – Sausalito Business Only

- Logo on Website & event map
- 2 tasting wristbands + 50% off event shirts

*Vendor booth fees / space not included

SPONSORSHIP FORM

Check box Sponsorship

- | | | |
|--------------------------|-------------------------------------|----------|
| ☐ | THE PRIVATE OASIS | \$25,000 |
| ☐ | THE MEGA YACHT | \$25,000 |
| ☐ | THE SUPER YACHT | \$10,000 |
| ☐ | LUXARY SPORT FISHER | 10,000+ |
| ☐ | LIGHTHOUSE | \$10,000 |
| ☐ | CATAMARAN | \$5,000 |
| ☐ | HOUSEBOAT | \$2,500 |
| ☐ | TUG BOAT | \$1,000 |
| ☐ | LIFE RAFT | \$500 |
| ☐ | KAYAK (VENDORS ONLY) | \$200 |
| ☐ | ANCHOR
(SAUSALITO BUSINESS ONLY) | \$150 |

BRANDING PLACEMENT PREFERENCE (if applicable)

- | | |
|--------------------------|-----------------------|
| ☐ | EVENT CUP/GLASS |
| ☐ | TURNEY STAGE |
| ☐ | SWEENY STAGE |
| ☐ | LOCUST STAGE |
| ☐ | PINE STAGE |
| ☐ | SHIRT / SWEATSHIRT |
| ☐ | ART COMPETITION #1 |
| ☐ | ART COMPETITION #2 |
| ☐ | WATER REFILL STATIONS |
| ☐ | OTHER: _____ |

SPONSORSHIP ADD-ONS (CHECK ALL THAT APPLY)

- | | |
|---|---|
| ☐ Digital/Social Media Boost (\$1,500) | ☐ Water Refill Station (\$1,000) |
| ☐ Kids & Family Zone (\$1,500) | ☐ Stage (\$1,000) |
| ☐ Art Competition (\$1,000) | Specify: _____ |

CONTACT / CREDIT CARD INFO

Company Name: _____
Contact Person: _____
Email: _____
Phone: _____

Address: _____

Credit Card Number: _____

Expiration: _____

Security Code: _____



THANK YOU

Contact Us

Bryan Vitale

415-289-4140

bvitale@sausalito.gov

Sausalito Recreation Department

420 Litho St.

Sausalito, CA 94965