



Presents the **HERMOSA BEACH OPEN**

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**2025 - 2027**



**WEDBUSH**  
Presents the



**HERMOSA  
BEACH OPEN**  
In Partnership With The City Of Hermosa Beach

Presents the **HERMOSA BEACH OPEN**

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# The 2024 Presenting Partners



Presents the



# HERMOSA BEACH OPEN

In Partnership With The City Of Hermosa Beach



# Introduction



**Wedbush presents The Hermosa Beach Open will return in 2025!**

- The city has approved for the event to continue for 3 more years
- Sponsorship opportunities are available now

**2024 saw....**

- 262 Leading Global Athletes participated
- 100,000+ spectators over 4 days of competition
- Marketing outreach from 262 men & women athletes over 3 months
- 1.2M+ combined social media followers of participating athletes
- Free global live stream provided by VBTV
- Countless coverage videos on YouTube and Vimeo



# Testimonials

“We will be back next year” - The Rex executives

“This was one of the best tournaments ever” - several professional players

“More money than my national events this year!” - Women’s top finisher

“So happy to be a supporter” - Panela’s Restaurant

“I came back (to help) for another day, I love being here” - Volunteer

“The staff and organizers - great job, great tone, just a great group of people that set the right vibe for an amazing event - we are very happy to be the presenting sponsor” - Eric Wedbush



# Demographics

**Skews  
A18-34**

**HHI  
\$150K**


## Relevant Psychographics:

- On average spends \$2,500 per year on sporting goods and athletic wear
- 73% are outdoor adventurers (cycling, camping, surf, SUP, scuba, hiking)
- 34% household income \$200k per year
- 39% travel 1-2 times outside the United States for vacation per year
- 20% travel 3-5 times outside the United States for vacation per year
- 55% travel more than 1/2 hour to the beach





# Key Figures

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- \$150,000 total prize money paying down to 25th place - higher payouts than AVP
  - 1,675 engagements on Press Release and more on daily Media Alerts
  - 1,300+ IG followers built in 4 days; Millions of views on VBTV, YouTube and Facebook
  - 1.5MM streams across 180 countries
  - 131 Teams Registered



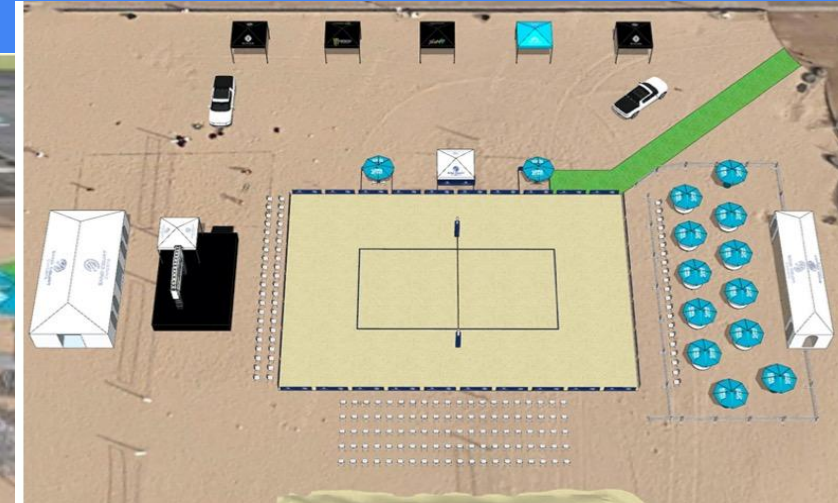


# SPONSORSHIP OPPORTUNITIES





# Event Schematic





# Platinum level - \$100,000



**1 Platinum Level Sponsorship Available**

**1 year deal + 2 yr option**

## Prominent logo placement on:

(4) 10'x10' tent canopies onsite or branded umbrellas

Center court polepad

4- Center Court Banners

5 mesh banners around event site (2' x 32' )

Corner of the live stream show

Souvenir t-shirts

Official website with link out

Tattoos on select athletes

## Additional exposure:

- :30 spots in live stream - up to 5 per day
- PA announcements throughout event
- Meet and greet with Pro players in VIP tent
- Social media posts with link to website
- Inclusion in all marketing materials and press releases leading up to the event (4 month campaign)

# Gold level - \$75,000



**2 Gold Level Sponsorship Positions Available**

**1 year deal + 2 yr option**

## **Prominent logo placement on:**

(2) 10'x10' tent canopies onsite or branded umbrellas

3 mesh banners around event site (2' x 32' )

2 - Main Court Banners

Corner of the live stream show

Souvenir t-shirts

Official website with link out

Tattoos on select athletes

## **Additional exposure:**

- :30 spot in live stream - 2 per day
- PA announcements throughout event
- Social media posts with link to website
- Inclusion in all marketing materials and press releases leading up to the event (a 4 month campaign)



# Silver level - \$30,000



**4 Silver Level Sponsorship Positions Available**

**1 year deal + 2 yr option**

## **Prominent logo placement on:**

- (1) 10'x10' tent canopies onsite or branded umbrellas
- 2 mesh banners around event site (2' x 32' )
- TBD # - 2nd Court Banner
- Souvenir t-shirts
- Official website with link out
- Tattoos on select athletes

## **Additional exposure:**

- PA announcements throughout event
- Social media posts with link to website
- Inclusion in all marketing materials and press releases leading up to the event (a 4 month campaign)

# Bronze level - \$15,000



## Logo Placement on:

Souvenir t-shirt apparel

1 mesh banner around event site (2' x 32')

PA announcements at event

Inclusion in all marketing materials and press releases leading up to the event (a 4 month campaign)

**3 Bronze Level Sponsorship Positions Available**

**1 year deal + 2 yr option**



# Copper level - \$7,500



10'x10' spot on beach for branded canopy (sponsor to set up)

Ability to sample swag to patrons at event

PA announcements throughout event

Some inclusion in marketing materials and press releases leading up to the event (a 4 month campaign)

**5 Copper Level Sponsorship Positions Available**

**1 year deal + 2 yr option**

# CONTACT



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