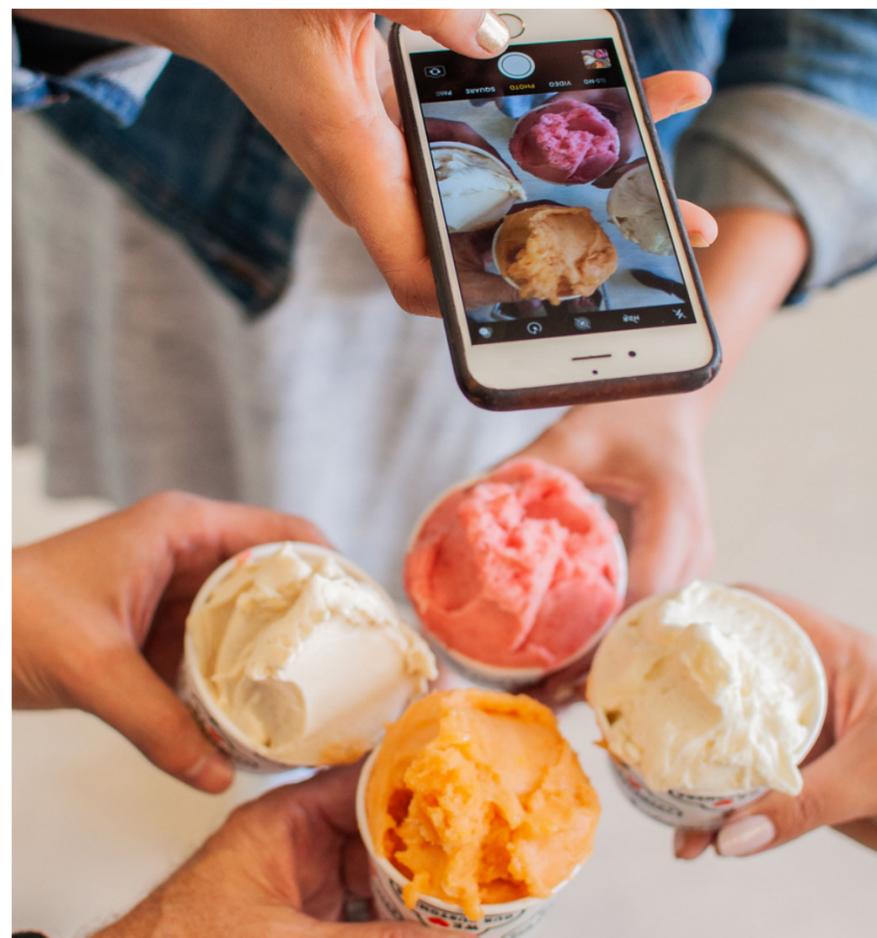


Scoop

SAN DIEGO
Ice Cream Festival

2024 Sponsorship Opportunities



Scoop San Diego is the region's only ice cream and gelato festival, attracting **thousands of food enthusiasts** annually from all over Southern California to the heart of North Park, San Diego's hippest neighborhood.

When Is It? Sunday, June 23, 2024
VIP Early Entry: 11am - 12pm
General Admission: 12pm - 4pm

Where Is It? In the heart of North Park,
at 30th Street and North Park Way





Our Mission

As a 501(c)(3) nonprofit organization, Scoop San Diego's mission is to celebrate everyone's love of ice cream as a catalyst for social change. We raise money for organizations that support San Diego's most vulnerable communities.



Scoop San Diego has helped serve as my ice cream roadmap to the best tasting ice cream and gelato you can find in the city. I am now starting to become a regular customer at so many different shops located in San Diego.

Brandon Pulido, Past Festival Attendee



Ice cream is amazing because it brings joy to people and is a great way to start change. We get to do this through Scoop San Diego and the ice cream festival while supporting local communities.

Meghan Koll, Little Fox Cups and Cones Owner



30+

local ice cream
and gelato shops

20,000+

attendees

\$106,000+

raised for San
Diego nonprofits

SCOOP SAN DIEGO AT A GLANCE (2019-2023)

\$20,000

raised for Monarch
School in 2019

\$5,000

raised for Home
Start in 2020

\$16,000

raised for Feeding
San Diego in 2021

\$25,000

raised for Alpha
Project for the
Homeless in 2022

\$40,000

raised for San
Diego Food
Bank in 2022

SCOOP SAN DIEGO AT A GLANCE (2019-2023)

2023 Ice Cream Line Up

We work with well-loved local ice cream and gelato shops that are making the biggest impact on our community





Our Audience

By sponsoring Scoop San Diego, you have the opportunity to reach:

- Families
- Multigenerations
- Tech savvy, social media users
- Influencers
- Those who are actively engaged with their community
- Consumers of local businesses

Top 10 cities - where our audience lives



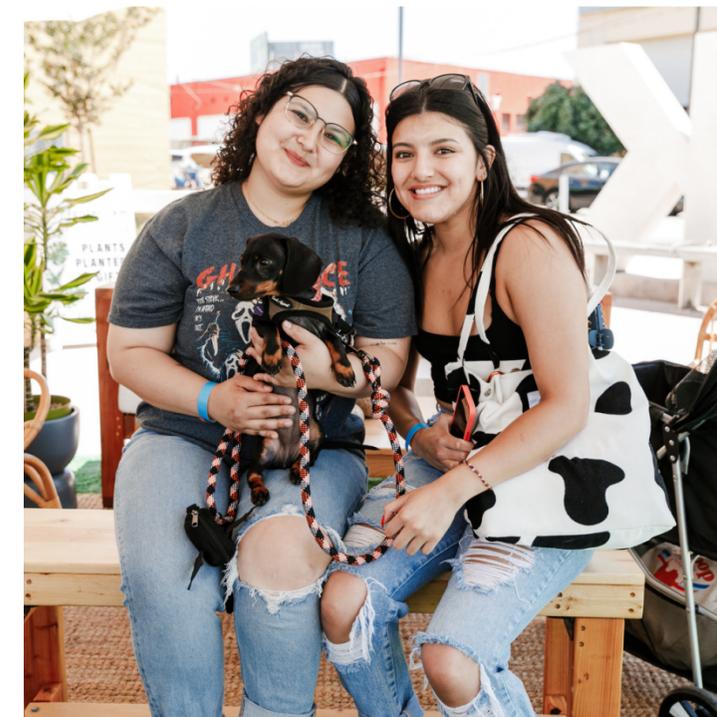
San Diego
Chula Vista
Escondido
La Mesa
Carlsbad

San Marcos
Oceanside
El Cajon
Santee
National City

VIP Ice Cream Lounge

A first-of-its-kind experience for attendees to:

- Get early access to the festival
- Access exclusive ice cream flavors from local ice cream and gelato chefs
- Relax in a space for comfort and fun in the North Park Mini Park
- Receive customized swag
- And more!



We're in the News

Need media coverage
for your business?
We got you covered!



Features

San Diego MAGAZINE [Restaurants](#) [Things to Do](#) [Neighborhoods](#) [Outdoors](#) [Getaways](#) [Guides](#) [People](#)



Scoop San Diego Ice Cream Festival

Daniel Szpak turned his lifelong love of ice cream into a meaningful way to give back. The cofounder of North Park's beloved [Hammond's Gourmet Ice Cream](#) sold his share of the frosty favorite a few years back to focus on his career as clinical research nurse, but just couldn't give up the sweet stuff.

In 2019, he created [Scoop San Diego](#), the city's first charity ice cream festival. Szpak's passion project checked all the boxes. It was a fun way to bring people together, give back to the community (100 percent of net proceeds get donated to a local nonprofit), support underserved communities, and treat his taste buds to samplings from an array of local shops.

[San Diego Magazine](#)

Scoop San Diego ice cream festival raises money for the Monarch School for homeless children



Brittany Jackson, left, and Lexi Martinez scoop ice cream during the first annual Scoop San Diego Ice Cream Festival in North Park on Sunday. The two were graduates of the Monarch School and were serving a special honey rosemary ice cream made by Stella Jeans Ice Cream with rosemary grown at the school. The event featured a variety of ice cream and gelato vendors from San Diego with the proceeds going to the Monarch School, which supports homeless youth in San Diego with educational needs. (K.C. Alfred/The San Diego Union-Tribune)

By JOSHUA EMERSON SMITH JUNE 23, 2019 | 4:21 PM

SAN DIEGO — Hundreds of people flocked to North Park for the first Scoop San Diego Ice Cream Festival on Sunday — which raised roughly \$10,000 for the Monarch School for homeless children.

A disc jockey played music as people of all ages tasted gourmet gelato and ice cream from some of the city's top vendors, from Stella Jean's to Mariposa Ice Cream to Gelati & Peccati.

[San Diego Union Tribune](#)

[San Diego's Best](#) | [Attend](#) | [Indulge](#) | [Dine](#) | [Explore](#) | [Thrive](#)

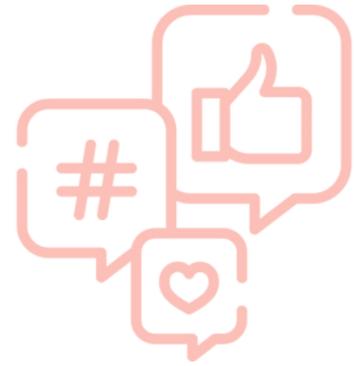
Featuring more than 25 local ice cream and gelato shops sampling their delicious creations, this one-day festival invites attendees to taste the day away with longtime favorites and new flavors from purveyors including MooTime Creamery, Baked Bear, Holy Paleta, Gelati & Peccati, and more from 11am to 4pm. This year, an exclusive VIP lounge has been added to the day's festivities, where guests can meet the creators of their favorite chilly treats and try unique flavors made especially for the festival.



< >

[Ranch & Coast](#)

In 2023...



Instagram

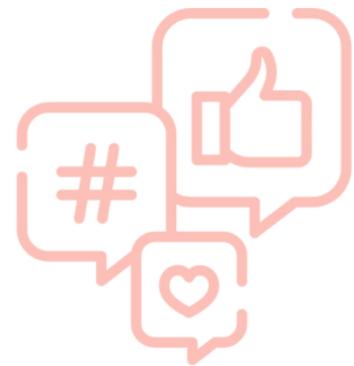
600K+ impressions
428K+ reach
3.7% avg. engagement rate/post
64K+ impressions on IG stories



Website

40K+ views

From 2019 - 2023



Instagram + Facebook

2.4 million+ impressions
1.2 million+ reach



Website

155K+ views

Join us and you'll be able to:

- Align your organization with a fun, family-friendly event that promotes positive change by supporting charitable causes and under-resourced communities in San Diego.
- Increase your brand visibility with thousands of regional food enthusiasts and social media influencers.
- Expose your brand to a diverse audience and increase your social media followers.
- Gain media exposure through a popular and well-attended event that attracts thousands of attendees.
- Promote your business by being affiliated with a well-loved, locally focused charitable event.

2024 Sponsorship Levels

All levels are customizable and can be tailored to your marketing needs and goals

	Ice Cream Sundae \$10,000	Double Scoop \$5,000	Single Scoop \$2,500	Mini Scoop \$1,000
Recognition as sponsor on all marketing materials				
Logo and link to the company on the website				
Inclusion of company logo on posters, flyers and website				
Inclusion in event press release				
Dedicated social media mention				
Thank you mention in e-blast				
Tickets	(6) VIP Tickets and (10) General admission tickets	(4) VIP Tickets and (5) General admission tickets	(2) VIP Tickets and (5) General admission tickets	(2) General admission tickets
Dedicated e-blast				
Opportunity for promo item distribution				
10x10 vendor booth in prominent location				
Inclusion on social media campaign via promotional tie ins	(4) promotional tie ins	(3) promotional tie ins	(2) promotional tie ins	(1) promotional tie ins
Listed as presenting sponsor in all materials				
Display of 2 banners throughout the event				
Customized promotional opportunities				

Additional Opportunities

VIP Lounge Sponsor \$5,000

Be the face behind the Scoop San Diego Ice Cream Festival's coveted area - our VIP Ice Cream Lounge

Media Partnerships

Opportunity to become Scoop San Diego Ice Cream Festival's media partner or sponsor

Live Stage \$2,500

Sponsor our live Ice Cream Chef Stage competition

VIP wristbands

\$250 + Cost of wristbands

Custom wristbands with your logo for VIP attendees

Attendee T-shirts

\$500 + Cost of Shirts

Sponsor T-shirts for attendees

Event Scavenger Hunt

\$1,500

Sponsor winning prize and inclusion in the scavenger hunt

VIP T-shirts

\$500 + Cost of Shirts

Sponsor T-shirts for VIP Ice Cream Lounge T-shirts

VIP Ice Cream Lounge Totes

\$500 + Cost of Totes

Sponsor custom totes with your logo for VIP Ice Cream Lounge attendees

Volunteer T-shirts

\$500 + Cost of Shirts

Sponsor T-shirts with your logo for volunteers

Photo booth/photo

background \$1,000

Sponsor photo opportunities around the festival

Dog station

\$250 + Cost of supplies

Sponsor dog station of turf, water bowls, cool down station

In-kind Donations

Donations of product or services, products for raffle prizes

Brand Activations

Let's discuss how to generate awareness for your product or brand to a unique, targeted audience at Southern California's original and only ice cream festival

You In?

**Click [here](#) to fill out our
sponsorship form online.**

Learn more about
Scoop San Diego

scoopsandiego.org

   @scoopsandiego

scoopsandiegofest@gmail.com

NORTH PARK

