

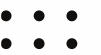


PizzaFest USA

Sponsorship Opportunity

Long Beach | Indianapolis | Charlotte

Prepared for:



Who is PizzaFest USA?

Max Parmesan founded PizzaFest USA in 2016 with the vision of creating a family-oriented event that supports local communities.

Based in Long Beach, CA, PizzazFest USA hosts three festivals annually and has organized fifty pizza festivals over the past seven years. As PizzaFest continues to grow, we are excited to expand our reach into ten more major cities across the United States.



- Founded in 2016
- 50 pizza festivals in 7 years
- Based in Long Beach, CA
- Education on nutrition
- 3 festivals annually
- Positive local community impact

Audience: Demographics

Who They Are

Our audience is comprised primarily of young and diverse, educated professionals and families.



75,000 AVG event attendees

39% Ages 25-34 | 21% Ages 35-44

Male: 52% | Female 48%

AVG HHI of \$100,000

40% attend as a "family"

60% have a college education

Audience: Psychographics

What They Do

35% of adults
enjoy beer or
wine when
eating pizza

20% regularly
bake their own
pizza

15% said they
would bake
their own if
they were
taught

Hobbies
include
attending
sport events



1 out of 9 Americans eat pizza
on any given day.



93% of Americans will eat pizza
at least once a month.

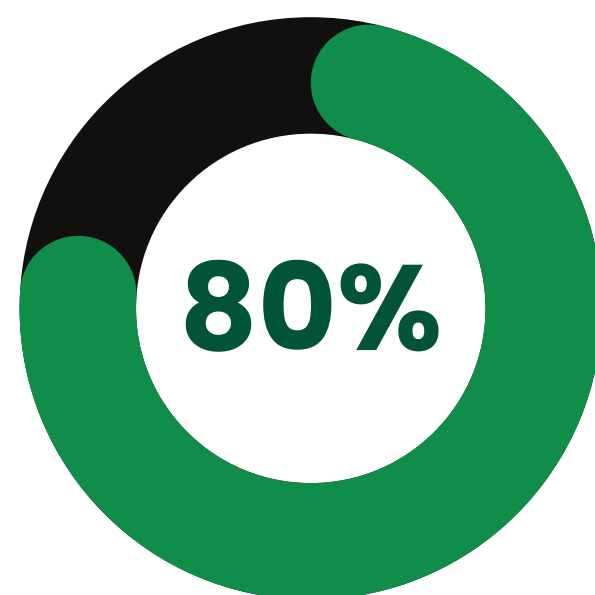


Audience: Buyer Information

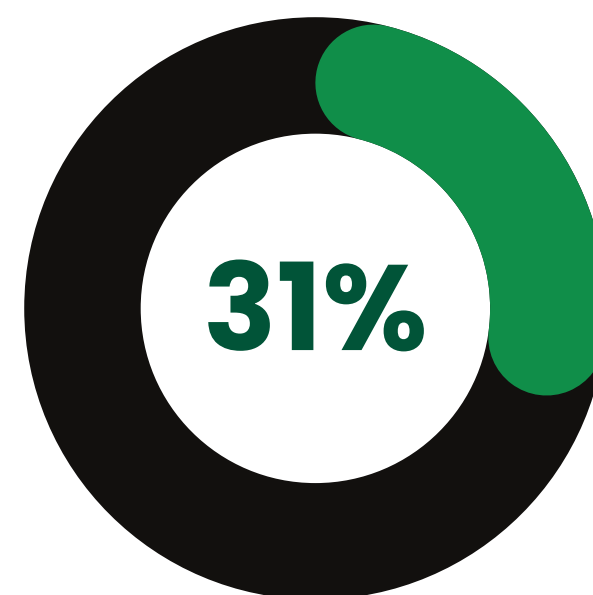
What They Buy

Recent surveys conducted of our PizzaFest audience show that they are in the market for a new vehicle and want to update their kitchen appliances. They also enjoy making pizza at home with their families.

Purchase monthly

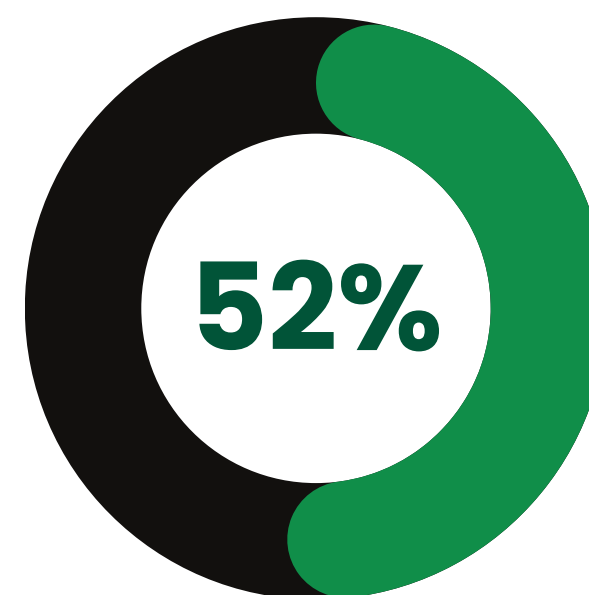


Pizza Ingredients

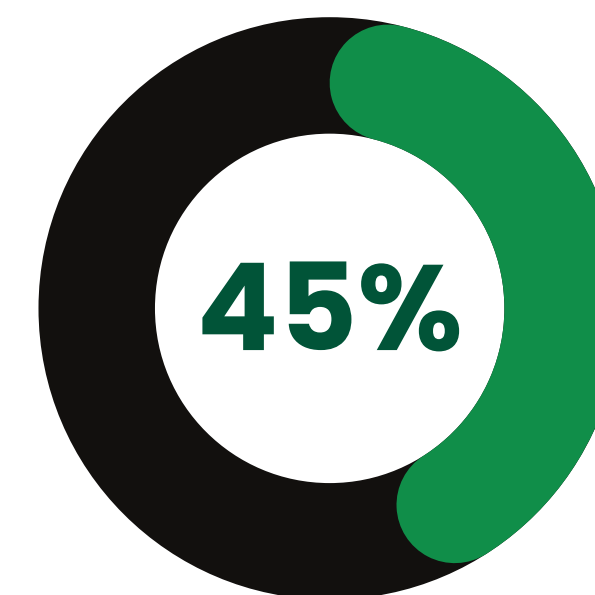


Baby Products

Purchase within the next six months



Kitchen Appliance



New Car

Our Marketing Reach

- **#1 pizza festival in the United States**
- **125,000+ YouTube video views and interactions**
- **70,000,000+ social media impressions**
- **250,000+ website impressions each year**
- **1,800,000 followers across all social media channels**
- **3 PizzaFest USA events each year**
- **75,000 average event attendance**

Our Menu of Opportunities



Sponsorship Offerings

- Official partner designation
- Official products or services of PizzaFest USA
- Category exclusivity available
- Presenting sponsor of the Great Pizza Bake-Off Fan Competition at each venue
- An endorsement in the PizzaFest USA email newsletter and annual cookbook

On-Site Activation (All venues in 2024)

- 20' x 20' display spaces located in the venue
- 3' x 10' banners at surrounding and within each venue
- A-frame signs throughout the venue
- One marquis sign on the Main Stage at each venue

Social Media Inclusion

- Weekly promotion of your brand on PizzaFest's Instagram and Facebook accounts
- Heavy promotion of your brand on PizzaFest's Instagram and Facebook accounts during event weekends

Ticket Packages

- General Admission tickets to each of the three PizzaFest events
- VIP Parking Passes to each of the three PizzaFest Events

In addition to the above menu, let's create a pie that's right for you.



Let's Build Together

As the premier pizza event in the USA, we know how to bring a community together.

Let's discuss your goals and objectives around building your business.

We're confident PizzaFest USA can create a unique marketing platform for you, customized to your needs.



PizzaFest President, CEO
Max Parmesan



Phone
555-555-5555



Email
mparmesan@pizzafestusa.com

