



THE EVENT

805 Beach, The AVP, and Santa Barbara Volleyball Club (SBVC) have partnered to bring professional beach volleyball back to Santa Barbara. Long considered one of the most storied and iconic events in the sport, the SBO will take place at East Beach during the first weekend of October. This two-day event will feature a Women's & Men's professional tournament, drawing athletes and spectators across the country.

DETAILS

- Dates: Saturday, Oct 3rd-Sunday, Oct 4th
- Time: Starts at 9am and ends at 5pm each day
- Location: East Beach Volleyball Courts

AUDIENCE & REACH

- Audience: Athletes and beach volleyball fans/spectators
- On-Site Reach: 1,500-2,000 total attendees
- Media & Social Reach: 1,000,000+ across print, broadcast and social media
- IG @thesantabarbaraopen reach 910,000 views organically during the month of October 2025

FINANCIALS

All contributions are tax-deductible through our partnership with SBVC, a licensed 501(c)(3) non-profit.

INVESTMENT & CONTRIBUTIONS

Please make contributions payable to:
Santa Barbara Volleyball Club
ATTN: SBO
800 Miramonte Drive, Suite 100
Santa Barbara, Ca 93109





PARTNER BENEFITS

WEBSITE PRESENCE & BACKLINKS

Logo, bio, and backlink featured on the homepage and sponsor page of 805beach.com and santabarbaraopen.com through 2026.

- 7,100+ unique visitors in 2025

Logo and backlink included in emails sent to all tournament participants.

- 150+ athletes participated in the 2025 Santa Barbara Open

SOCIAL MEDIA PROMOTION

Instagram story mentions across 805 Beach and Santa Barbara Open (9,933 total followers), including:

- Partnership announcement
- Custom pre-event mention
- Post-event thank-you
- Integrated event coverage
- 910,000 Instagram views in October

EXCLUSIVE PRO CLINIC & SUNSET DINNER

Invite-only experience on Friday (10/2) prior to the event.

- 75-minute clinic led by four top U.S. beach volleyball professionals
- Complimentary sunset dinner on the beach

ON-SITE BRAND ACTIVATION

Exclusive 15' x 15' space to set up your company's EZ-Up tent within the main event footprint.

VIP HOSPITALITY

Complimentary food and drinks for sponsors and partners in a VIP Tent located directly in front of the feature courts.

FEATURE COURT NAMING & EVENT BRANDING

- Logo/name on a feature court (net pole pads)
- Inclusion on event flags and tournament T-shirts
- Logo integrated into all official social content during the event

