

**2024
Global Media
Impressions:
Over 1
Billion!**

one805LIVE!
ROCK FOR FIRST RESPONDERS



2025 SPONSORSHIP OPPORTUNITIES

Encore!
One805, the only nonprofit supporting all Santa Barbara County first responders, hosts the renowned One805LIVE! each fall at Kevin Costner's oceanfront estate. This exclusive fundraiser draws a high-net-worth audience and global media attention.

Take center stage on September 20, 2025. Market your business or honor a life through one of the many One805LIVE! sponsorship opportunities. All sponsorship levels include exciting benefits. Be a partner at one of the most exclusive music events in California as we rally behind our First Responders' equipment and mental-wellness needs.

LET'S MAKE SOME NOISE!



PRESENTING SPONSOR - \$150,000

Take center stage as the Presenting Sponsor of One805LIVE!, with your name/logo prominently displayed on the proscenium stage banner. Be the hero behind our heroes—your sponsorship can be directed toward mental wellness or emergency preparedness initiatives.

The Presenting Sponsor package includes:

- ★ "Presented by" branding on all event advertising, press, radio, and website
- ★ Private Cabana for 20 guests, gourmet catering, and bespoke cocktails
- ★ Access to One805 Club Tent and Bar and executive restrooms
- ★ A dedicated private Sprinter Van (20 guests) to Costner's oceanfront estate and 4 VIP parking passes
- ★ Backstage access (4 guests) to collect your celebrity-signed commemorative guitar
- ★ Concierge Team



COMMANDER SPONSORS

MAIN STAGE- \$75,000 (2 AVAILABLE)

The Commander Sponsor will enjoy secondary branding on the left or on the right of the Presenting Sponsor, offering excellent exposure to all 4,000 guests and VIPs. The Commander Sponsor package includes:

- ★ Branding on main stage side banner
- ★ Inclusion on website, tickets, and on-site video
- ★ One VIP table for 10 guests
- ★ Access to One805 Club Tent and Bar
- ★ Executive restrooms
- ★ Celebrity-signed commemorative guitar
- ★ 4 VIP parking passes or limo drop-off directly on field
- ★ One on-site drop-off/pick-up pass

CHIEF SPONSOR

VIP CLUB TENT & BAR SPONSOR \$50,000

Your brand to be prominently displayed on the VIP Club Tent and Bar, ensuring maximum visibility to all celebrity attendees.

The Chief Sponsor package includes:

- ★ Branding on the VIP Club Tent and Bar
- ★ Inclusion on website, tickets, and on-site signage
- ★ One VIP table for 10 guests
- ★ Access to One805 Club Tent and Bar
- ★ Executive restrooms
- ★ 4 parking passes with Valet Parking
- ★ One on-site drop-off/pick-up pass

CAPTAIN LEVEL SPONSORS - \$25,000

MAIN ENTRANCE SPONSORS (2 AVAILABLE)

Own the spotlight as a Main Entrance Sponsor with prime placement on a welcome banner, leaving a lasting impression on all 4,000 attendees.

AUCTION SPONSOR

Your brand will be prominently displayed on the Auction site as well as on signage at the event (posters and table tent cards in Cabana and VIP areas.

GA MAIN BAR

The Main Bar Sponsor will headline the General Admission bar tent, ensuring your brand gets the star treatment all night long.

GA FOOD COURT

Prime branding across the entire General Admission food court with seating area.

The Captain Level Sponsor package includes:

- ★ Branding as above
- ★ Inclusion on website, tickets, and on-site signage
- ★ 4 VIP Tickets
- ★ Access to One805 Club Tent and Bar
- ★ One on-site drop-off/pick-up pass

LIEUTENANT LEVEL SPONSORS - \$10,000

VALET PARKING

The Valet Parking sponsor will enjoy prime branding at valet, ensuring high visibility to all 4,000 attendees.

VIP FIELD BAR

Raise a glass to our First Responders. The VIP Field Bar Sponsor will shine brightly in the exclusive VIP area, offering premier exposure to a high-net-worth audience.

EVENT NAPKINS & CUPS

Prime branding opportunity on exclusive napkins and cups at bar areas offering premier exposure to 4,000 attendees.

AIRSTAR (6 AVAILABLE)

Get prime visibility of your brand or honor a life with a 10' diameter, internally lit AIRSTAR balloon, that floats 50' above the crowd.

VIP RESTROOMS

The VIP Restrooms Sponsor will have a captive audience in high-end restrooms, offering excellent exposure to all VIP attendees.

360 VIDEO PHOTO BOOTH

Prime branding with logo on video photo sharing from the event.

MECHANICAL BULL

You will enjoy prime branding on the FIRST ever One805LIVE! Mechanical Bull - offering excellent exposure to all VIP guests.

The Lieutenant Level Sponsor package includes:

- ★ Branding as above
- ★ Inclusion on website, tickets, and on-site signage
- ★ 2 VIP Tickets
- ★ Access to One805 Club Tent and Bar
- ★ One parking pass



IN-KIND SPONSORS:

★ \$10,000

Special recognition from the stage during the event
Logo or honor of a life name placement on event
screens, website, and social media. 2 VIP Tickets
which include One805 Club Tent access & full bar.

★ \$5,000 - \$9,000

Logo or honor of a life name placement on event screens,
website, and social media. 4 General Admission Event
Passes.

PREPARE.EQUIP.SUPPLY.

Your donation will help fund our First
Responder counseling program, with the goal
of securing support three years in advance.



The Duke & Duchess of Sussex, and Kevin Costner.

**As a nonprofit organization, One805 accepts
donations by check, stock, or credit card. Need help
with payment? Contact donations@one805.org.**

Have questions? Reach out to kirsten@one805.org.

One805LIVE! PERFORMERS AND GUESTS:

Katy Perry
Maroon 5
Pink
Kevin Costner
John Fogerty
The Duke & Duchess of Sussex
Oprah Winfrey
Ellen DeGeneres
Joe Bonamassa
Hootie and the Blowfish
Dallas Green
Alan Parsons
Kenny Loggins
Michael Keaton
David Foster
Robbie Krieger (The Doors)
Elliot Easton (The Cars)
Don Johnson
Laurence Juber
Michael McDonald
Katherine McPhee
Richard Marx
Dennis Miller
David Pack (Ambrosia)
Wally Palmar (The Romantics)
Glenn Phillips
Wilson Phillips
Jeff (Skunk) Baxter
Danny Seraphine (Chicago)
Al Stewart
Steve Vai
David Crosby (RIP)



SCAN TO DONATE NOW

Your sponsorship supports our Mental Wellness Counseling Program and urgently needed life-saving equipment for our First Responders.

One805 is a 501(c) (3) non-profit charity Tax ID Number: 83-2571437

OUR IMPACT

\$5.6m

All Time Raised

\$760k

Mental Wellness Reserve Fund

Events are 100% funded by ticket sales, not donated funds. Assets managed by Merrill Lynch

One805 has two unique advantages over any other non-profit in this sector, and both are interlinked:

1. We are the only organization to support all three primary First Responder agencies in Santa Barbara County. One donation helps all three.
2. All the Chiefs of the Santa Barbara County First Responder departments sit on the One805 Advisory Council, and are directly involved with the decisions of where funding is directed. This ensures that funds are quickly go where they are most needed at any given time, regardless of the department.

AUDIENCE DEMOGRAPHICS

- ★ 48 AVERAGE AGE OF One805LIVE! AUDIENCE
- ★ \$500,00+ AVERAGE HOUSEHOLD INCOME OF VIP AUDIENCE
- ★ \$5 million AVERAGE NET WORTH OF SPECTATORS
- ★ 12 AVERAGE NUMBER OF BUSINESS TRIPS PER YEAR
- ★ 6 AVERAGE NUMBER OF VACATIONS PER YEAR
- ★ 90%+ COLLEGE EDUCATED
- ★ 50%+ FLY FIRST CLASS
- ★ 70%+ STAY IN FIVE-STAR HOTELS AND RESORTS



When disaster strikes, our First Responders answer the call, no matter the cost. On January 9, 2018, Santa Barbara County faced unimaginable tragedy. The Montecito Mudflow, following weeks of the devastating Thomas Fire, claimed 23 lives, destroyed hundreds of homes, and left our community reeling. Amid the chaos, our Firefighters, Police, and Sheriff's Deputies worked tirelessly, exhausted but unwavering, to save lives.

In the aftermath, One805 was born. What started as a heartfelt "thank you"—the historic Kick Ash Bash, a star-studded celebration of resilience—has grown into a lasting lifeline for our First Responders. Thanks to our community's generosity, we've raised over \$2 million to fund critical equipment, mental health support, and disaster preparedness. But the needs of our First Responders don't end when the lights dim and the music fades.

JOIN US IN SUPPORTING THOSE WHO PROTECT US!

VIP CABANAS
the Ultimate One805LIVE! Experience

one805LIVE!
ROCK FOR FIRST RESPONDERS



2025 CABANA UNDERWRITING OPPORTUNITIES

Pre-booking of private VIP Cabanas for One805LIVE! on September 20, 2025 are now available. All 2025 Cabanas are the large 15ft x 15ft, furnished, and will comfortably hold 20 guests. Cabanas are priced according to proximity to the stage- all have excellent views, gourmet food, and hand crafted cocktails, Napa wines, and direct access to a private stage-front VIP dance area.

Be a partner at one of the most exclusive music events in California as we rally behind our First Responders' equipment and mental-wellness needs.

LET'S MAKE SOME NOISE!



CELEBRITY CABANA (1 REMAINING) \$100,000

Estimated \$90,000 tax deduction

Experience the ultimate VIP concert package! The Celebrity Cabana is part of Celebrity Row, which includes Artists & One805's VIP guests. It is the most exclusive Cabana we offer with up-close views of the stage, offering an unrivaled experience for 20 guests.

- ★ Private Cabana for 20 guests, gourmet catering, and bespoke cocktails
- ★ Catering for Seasons and Sama Sama
- ★ Direct access to the VIP stage-front dance floor
- ★ A dedicated private Sprinter Van (14 guests) to Costner's oceanfront estate and 4 VIP parking passes
- ★ Backstage access (4 guests) to collect celebrity-signed commemorative guitar
- ★ Concierge Team
- ★ Expertly crafted cocktails by Flair's mixologist and selections of outstanding Napa wines



VIEW FROM
THE CELEBRITY CABANA

ROCKSTAR CABANA Estimated \$60,000 tax deduction \$70,000 (3 REMAINING)

Our Rock Star Cabanas are next to Celebrity Row, with exceptional views. They offer 20 guest capacity and include:

- ★ Secure and private Cabana for 20 guests
- ★ Backstage access (4 guests) to collect your celebrity-signed commemorative guitar
- ★ Gourmet food service stations
- ★ Concierge Team
- ★ Direct access to the VIP stage-front dance floor
- ★ Expertly crafted cocktails by Flair's mixologist
- ★ A pass for Limo pickup/drop-off on the field
- ★ A dedicated Sprinter Van (14 guests) to Costner's ocean front estate and 4 VIP parking passes
- ★ Indulge in a selection of outstanding Napa wines from our esteemed sponsors



VIEW FROM THE ROCKSTAR CABANA

DIVA CABANA Estimated \$40,000 tax deduction \$40,000 (9 AVAILABLE)

Our Diva Cabanas are in central position on the field, with exceptional and direct views of the stage. They offer 20 guest capacity and include:

- ★ Secure and private Cabana for 20 guests
- ★ Gourmet food service stations
- ★ Concierge Team
- ★ Direct access to the VIP stage-front dance floor
- ★ Expertly crafted cocktails
- ★ A pass for Limo pickup/drop-off on the field
- ★ 4 VIP parking passes
- ★ Indulge in a selection of outstanding Napa wines from our esteemed sponsors.
- ★ Gated access separate from VIP and GA



VIEW FROM THE DIVA CABANA

BE THE HERO BEHIND OUR HEROES BOOK NOW!

Cabanas may be paid for by credit card, check, or transfer of appreciated stocks for tax benefit. A large portion of the cost of each cabana is tax deductible as a donation to a 501(c)(3) charity. Payment by appreciated shares you may have owned for some time allows you to release the full value of the shares, less only the cost of goods and services received, as there are no capital gains for a share donation to a non-profit. Please consult your tax advisor, as individual circumstances may vary.

CONTACT: KIRSTEN@ONE805.ORG



One805LIVE! PERFORMERS AND GUESTS:

- Katy Perry
- Maroon 5
- Pink
- Kevin Costner
- John Fogerty
- The Duke & Duchess of Sussex
- Oprah Winfrey
- Ellen DeGeneres
- Joe Bonamassa
- Hootie and the Blowfish
- Dallas Green
- Alan Parsons
- Kenny Loggins
- Michael Keaton
- David Foster
- Robbie Krieger (The Doors)
- Elliot Easton (The Cars)
- Don Johnson
- Laurence Juber
- Michael McDonald
- Katherine McPhee
- Richard Marx
- Dennis Miller
- David Pack (Ambrosia)
- Wally Palmar (The Romantics)
- Glenn Phillips
- Wilson Phillips
- Jeff (Skunk) Baxter
- Danny Seraphine (Chicago)
- Al Stewart
- Steve Vai
- David Crosby (RIP)

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SCAN TO DONATE NOW

Your underwriting supports our Mental Wellness Counseling Program and urgently needed life-saving equipment for our First Responders.