DEMOGRAPHICS - One805LIVE! Audience Averages

12 # business trips per year
6 # of vacations per year
90% College Educated
75% Fly First class
Stay in five-star hotels & resorts

\$500,000 VIP household income \$5 Million VIP net worth

PAST PERFORMERS
Katy Perry

David Foster

Katherine McPhee

David Crosby

Kenny Loggins

The Alan Parsons Project

David Pack

(Ambrosia)

Wilson Phillips

Robbie Krieger (The Doors)

Danny Seraphine

(Chicago)

Elliot Easton (The Cars)

Steve Vai

Wally Palmar (The

Romantics)

Richard Marx

Iration

AMBASSADORS

Jeff Bridges
Christine & Kevin
Costner

Martin Gore Peter Noone
Ellen DeGeneres David Pack
Robbie Krieger Alan Parsons
Adam Levine Katy Perry
Rob Lowe Billy Zane

IMPACT \$1.6 M Total Funds Disbursed \$144 K Annual Firefighter Counseling \$221 K Funds Dispersed in 2022

In addition to mental health counseling services, appreciation events and children's college scholarships, One805 funds necessary equipment to Santa Barbara County fire, police, sheriff & other first-responder departments who courageously serve our community, such as:

- Helicopter Medevac capability conversion kits &harnesses
- Firehawk Belly-Tank
- Polaris Ranger UV
- Tactical robots and drones
- Full face dive masks, face shields and helmets
- · Mass casualty first-aid kits
- Rosetta Stone Translation Software and licenses
- Mobile Command Units Truck & Trailers
- 300' sections of rope & (23) alloy carabiners.
- USB Hardware decipher device and modems
- Chain & rotary saws and car rescue struts
- Electric Decontaminating Foggers
- Equine and K-9 support







benefitting

FIRST RESPONDERS



SPONSOR FACTS

Originally called the
KICK ASH BASH in 2018,
this event was born following the
Thomas Fires & Montecito Mudslides
in Santa Barbara County.

PRESS































Santa Ynez Valley Star

2023 ADVISORY COUNCIL

Sheriff Bill Brown and Chiefs of all 10 departments of Santa Barbara County's First Responders

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Catherine Remak Tony Pighetti
Alan & Lisa Parsons David Pack
Richard Weston-Smith

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