



*The Ice Rink*

PASÉA HOTEL & SPA

# SPONSORSHIP OPPORTUNITIES

2023 - 2024





# ABOUT US

PASÉA HOTEL & SPA

Where the sun meets the sea  
in Surf City U.S.A.

**250** guestrooms  
& suites

**8** spa treatment  
rooms

**7** meeting  
rooms

**5** poolside  
cabanas

**4** restaurants  
& bars

**2** beach  
butlers







# OUR GUESTS

## In-State Top Markets:

- Orange County
- Los Angeles
- San Diego
- Riverside County
- San Francisco

## Out-of-State Top Markets:

- Nevada
- Texas
- Arizona
- Washington
- Colorado

Household Income: \$150K+

Ages: 37% 45-65, 28% 16 - 24, 20% 25 - 44, 15% 65+







# OUR EVENTS

*Paséa is home to a selection of large-scale annual events, including...*

## PUPFEST

*The West Coast's Premiere  
Dog-Friendly Music Festival*

## SUMMER FOREVER FEST

*A weekend of art, music and spirits with  
Paséa's preferred partners*

## PACIFIC AIRSHOW

*Watch Surf City's iconic Airshow  
all weekend at a variety of viewing  
locations at Paséa*







# OUR EVENTS

## COOL YULE

*The 4th Annual Cool Yule Holiday Celebration brings...*

Elevated Oceanfront  
Ice Skating Dec. 15 - Jan. 7

DJ & Theme Nights

Santa Visits

Firepit Packages & Experiences

Holiday Bites, Drinks and  
Limited Edition Treats







# COOL YULE DEMOGRAPHICS

15,000 Total Attendees

12,000 Ice Skaters

80% Orange County Visitors

20% Overnight Visitors

40% Families

60% Groups & Couples

\$150,000 Average Household Income





# DIGITAL AWARENESS

Paséa's robust advertising campaign  
targets guests throughout  
Orange County & LA County

50,000 Website Visitors  
in December

53,000 Social Media Followers and  
Influencers & Media

80,000 Email Subscribers with  
average 40% Open Rate and 14%  
Click-Through-Rate





≡ Forbes

## Oceanfront Ice Rink at Paséa Hotel and Spa in Huntington Beach, California

It's a choose-your-own outdoor adventure this time of year in Huntington Beach. Glide across the ice at the Paséa Hotel and Spa's oceanfront ice rink, enjoying s'mores kits and VIP firepit experiences. Or, put on a wet suit and hit the beach. January happens to be the best time of year for surfing in Huntington Beach, which gets consistent waves rolling in. (Book a surfer's massage at the hotel's Aarna Spa).



# THE TALK OF THE TOWN

**Forbes**  
*Most Beautiful Ice Rinks in the World*

**Locale Magazine**

**LA Times**

**KTLA**

**Las Vegas Review**

**OC Register**

**LA Parent**

**Voice of OC**







# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSOR (MAX 2): \$25,000

- Logoed wrap on ice rink exterior (two sides) for entire season
- Prominent logo inclusion on event website, ticketing website and emails
- Verbal mentions at all theme nights throughout season by skate DJ
- Dedicated Instagram story

## GOLD SPONSOR (MAX 4): \$15,000 *Cash or Product*

- Branded bar or firepit serving your product
- Instagram story inclusion
- Discounted dashers for \$500 each, based on availability







# SPONSORSHIP OPPORTUNITIES

## SILVER SPONSOR (MAX 4): \$5,000

- Theme night sponsor (i.e. Ugly Sweater Night sponsored by "Company")
- Logoed interior ice rink dasher panel for entire season
- Instagram story inclusion
- Discounted dashers for \$500 each, based on availability

## BRONZE SPONSOR (MAX 25): \$1,500

- Logoed interior ice rink dasher panel for entire season







**PREFERENCING DEADLINE: SEPTEMBER 1, 2023**

[marketing@paseahotel.com](mailto:marketing@paseahotel.com)