

EAT. DRINK. SUPPORT.



Fall 2025



FUNDRAISER DETAILS

Toast on the Coast returns this Fall 2025 to Roessler Point in Palos Verdes Estates' Lower Malaga Cove.

Enjoy one of the largest outdoor festivals in the South Bay with live music, gourmet food tastings, premium wines, craft beers, and fun cocktails from top local restaurants, popular wineries and breweries.

All proceeds benefit Peninsula Education Foundation (PEF), whose mission is to elevate the education of 10,300 students in all 17 schools in the Palos Verdes Peninsula Unified School District (PVPUSD).

WHAT IS PEF?

Did you know that PVPUSD ranks third from the bottom in Los Angeles County for state funding per student? This means we face a constant threat of losing critical programs and teaching positions due to state budget shortfalls.

PEF is a lifeline for our public schools. For over four decades, we have been raising vital funds to provide an excellent education for all students in the Palos Verdes Peninsula Unified School District (PVPUSD).

That's why we need your help. By donating to PEF, you can help preserve important programs such as teachers, library aides, music teachers, counselors, STEM programs, student wellness, and more.

OUR AUDIENCE

78,462 Palos Verdes Peninsula residents

Median Age is 49.7

Average HHI is \$231,303

32.89% hold a bachelor's degree

71.56% of homes are owner occupied

60% of residents are married

OUR REACH

PEF communicates regularly with 8,338 PVPUSD households

60,000 annual visitors to pvpef.org

12,600 email subscribers with 54% CTR

3,500 followers on Facebook, Instagram & X



toastonthe coastpv.com



SPONSORSHIPS

Toast on the Coast provides corporate sponsors a unique opportunity to reach residents of the highly affluent 90274/90275 zip codes. Participation benefits include brand building and recognition opportunities through television, print, and digital communications.

We have sponsorship opportunities to fit every marketing and community outreach budget.

PV residents love to support businesses that support PEF!

VENDOR PARTICIPATION

Show what you've got to the most influential group of local community members. Limited space is available to represent your brand, restaurant, brewery, spirit or retail establishment at Toast on the Coast.

RESTAURANTS - Provide appetizer portions of your greatest dishes to festival attendees. Be a part of over 30 local eateries supporting our event!

WINERIES, BREWERIES, SPIRIT PROVIDERS - Showcase your distinct beverages by providing tastings to festival attendees. We expect to have over a dozen participating vendors.

RETAIL & SERVICE PROVIDERS - Join us in our marketplace, as vendors are able to showcase their product, service, or other business offerings to our festival guests. Perfect for retail establishments, boutique items, and service providers.

We invite you and your business to participate in Toast on the Coast. More detailed information can be found at toastonthecoastpv.com/vendors





PAST PARTICIPANTS

RESTAURANTS

Bar-izza
Bettolino Kitchen
Chip Cookies
Copper Pot Indian Grill
Dragonfly Thai
Giuliano's Original Deli
Great American International
Seafood Market
Hennessy's Tavern
HT Grill
The Inspired Palate
Kip's Chips
The Little Oliva
Locale90
Malibu Meringue
Pavilions
Quality Seafood
Rebel Republic Social House
The Rex
Riviera House
Rock & Brews
Shore Grille
SP Tacos
The Steak Library
Susie Cakes
Tacos El Goloso
Truxton's American Bistro
Vida Modern Mexican + Tequila

WINE & BEVERAGE

American Wine & Spirits
Bandero Tequila
BeckersChild Wines
Boisset Collection
Breathless Sparkling
Burnin Daylight Brewing Co.
Castle & Key Distillery
Castle Rock Winery
Catalina View Wines
Caymus Vineyards
Cuatro Dias Winery
Donati Family Vineyard
Fever Tree
Gallo Winery
Gray Whale Gin
Peninsula Tap House
Roseade USA
Salt Vine Wines
Santai Coffee
Smart Water
tercero wines
Timshel Vineyards
Tito's Vodka
Topo Chico

SPONSORS

15/40 Productions
Banc of California
Best Contracting
C3
Capital Group
Cox
Ed's Fencing
Kinecta
L.A. Yellow Cab
Malaga Bank
Merrill
PacificWest
Portuguese Bend Beach Club
Providence
PV Magazine
Smart & Final Foundation
Terranea Resort
Tito's
Town & Country Signature Events
UCLA Health
Waste Management
West Basin Municipal Water District

MARKETPLACE

Agapantha Jewelry
Annie's Boutique
Noelle Rose Studios
Sweet Little Things Co

HOW TO PARTICIPATE

☐ FESTIVAL SPONSORSHIP

Exclusive Title Sponsorship:	\$35,000 (1)
Magnum Sponsorship:	\$25,000 (1)
Champagne Sponsorship:	\$15,000 (3)
Reserve Sponsorship:	\$10,000 (4)
Estate Sponsorship:	\$5,000 (4)
Varietal (Digital Only):	\$2,500 (8)

Contact Lorri Mansker mansker@pvpef.org

☐ VENDOR SPONSORSHIP

Restaurant:	\$0
Beverage:	\$0
Marketplace:	\$500



Contact Melissa Akioka melissa@pvpef.org

Peninsula Education Foundation is a 501(c)(3) charitable organization.
All donations, cash or in-kind, are tax deductible. Federal Tax ID#95-3498211
Contact us with questions via email help@pvpef.org (310) 378-2278



Benefiting Peninsula Education Foundation

SPONSORSHIP OPPORTUNITIES 2025

	Title \$35,000 (1)	Magnum \$25,000 (1)	Champagne \$15,000 (3)	Reserve \$10,000 (4)	Cabana \$7,500 (2)	Estate \$5,000 (4)	Varietal \$2,500 (8) <i>Digital Only</i>
Presenting Sponsor Only							
"Presented by" Recognition on Television, in Print, and Digital Marketing	√						
Private Cabana Seating at Daytime Festival	√						
Live Communications							
Corporate Representative to Give Toast from Concert Stage	√						
Verbal PEF Recognition from Stage at Opening & Closing	√	√	√				
Televised Communications							
"Presented by" Recognition in 00:30 Spot on Cox (South Bay Markets)	√						
Printed Communications							
Logo on VIP Lounge Entrance	√						
21.75" x 28" Personalized Sign at Private Cabana	√				√		
Flag Banner with Logo at Entrance	√	√					
Logo on Concert Stage Wall	√	√	√	√			
Logo on Step & Repeat	√	√	√	√	√	√	
Listing in PV Magazine & Peninsula Print Ads	logo	√	√	√	√	√	
Listing in PEF Annual Community Report mailed to 9,000 subscribers	√	√	√	√	√	√	
"Presented by" on Banner at Peninsula High on Hawthorne Blvd @ Silver Spur Rd	√						
Logo in PEF Spring 2025 Lightwaves Newsletter	√	√	√	√	√	√	
Logo on Entrance Wrist Band			√*				
Logo on Toast on The Coast Reusable Plastic Glasses	√						
Logo on Toast on The Coast Coasters				√			
Logo and QR Code on Concert Tables							
Digital Communications							
Logo on toastonthecoastpv.com & pvpef.org	√	√	√	√	√	√	√
Social Media Recognition	√	√	√	√	√	√	√
Logo on Digital Invitation	√	√	√	√	√	√	√
Logo in monthly PEF e-Lightwaves Newsletters	√	√	√	√	√	√	√
Listing in Holiday Gratitude Emails	√	√	√	√	√	√	√
Email blasts to 12,500 Subscribers	√	√	√	√	√	√	√
Full Page Ad in Digital Event Catalog (premium positioning)	√	√	√	√	√		
Half Page Ad in Digital Event Catalog						√	√
In-Person Event Invitations							
Major Donor Reception to Present Chuck Miller Teacher Grant Awards in Fall 2024	√	√	√	√	√	√	√
Major Donor Reception to Present PEF's Annual Check Presentation to PVPUSD Superintendent in Spring 2025	√	√	√	√	√	√	√
Event Tickets							
VIP Friday Sunset Session & VIP Saturday Festival (valued at \$500/guest)	12 VIP in Cabana	8 VIP	6 VIP	4 VIP	12 VIP	2 VIP	

* 1st sponsor to sign up will have choice of VIP or General Admission wristbands. 2nd and 3rd sponsors will each have logo on 50% of available wristband.

Note: Sponsorships are non-transferable.