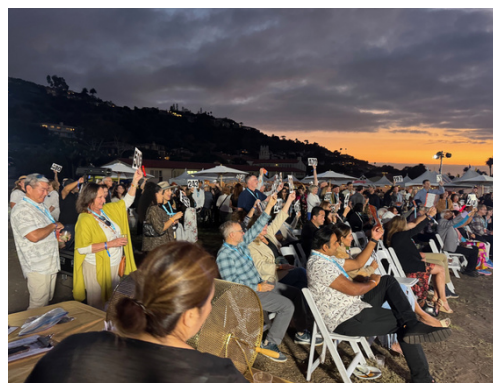


EAT. DRINK. SUPPORT.



Saturday, September 26, 2026



FUNDRAISER DETAILS

Toast on the Coast returns this Saturday, September, 26, 2026, to Malaga Cove in Palos Verdes Estates.

Enjoy one of the largest outdoor festivals in the South Bay:

- **Live music from three bands**
- **Gourmet food tastings from top local restaurants**
- **Premium wines from popular wineries**
- **Craft beers from local breweries**

All proceeds benefit Peninsula Education Foundation (PEF), whose mission is to elevate the education of **10,000 students in all 17 schools** in the Palos Verdes Peninsula Unified School District (PVPUSD).

WHAT IS PEF?

Did you know that PVPUSD is one of the lowest-funded, yet high-achieving school districts in California? 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 and enhance important programs and positions in PVPUSD, including but not limited to:

- | | |
|--|---------------------------------------|
| • Music Instructors | • School Counselors |
| • PE Teachers | • STEM Programs |
| • Library Aides | • Teacher Grants |
| • WEB Program | • Senior Scholarships |
| • College and Career Counselors | • Science and Engineering Fair |

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% CTOR

3,500 followers on Facebook, Instagram & X



toastonthecoastpv.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

Bettolino Kitchen
Bring Me Beignets
California Surf Club
Chip Cookies
Creamy Boys Ice Cream
Dragonfly Thai
Eddie V's Prime Seafood
Famous Tandoori
Good Stuff
Great American International
Seafood Market
Hennessy's Tavern
HT Grill
Il Posto
Locale90
Mochinut
Montauk
Pacific Standard Prime
Pavilions
Piccini
Rebel Republic Social House
Rock & Brews
Salt & Pearl/Vida/Mickey's
SP Tacos
Tacos El Goloso
The Little Oliva
Tomatillo Mexican Grill
Truxton's American Bistro
Yellow Vase

WINE & BEVERAGE

19 Thirty 3 Wines
Adobe Road
Alex K Cellars
American Wine & Spirits
Aspen Vodka
Bandero Tequila
BeckersChild Wines
Boisset Collection
Brews Hall
Burnin Daylight Brewing Co.
Castle & Key Distillery
Catalina View Wines
Caymus Vineyards
Fever Tree
Kaffeine Espresso Bar
Maestro Dobel Diamante
Montemar Wines
Palos Verdes Wine Club
Riboli Family Wines
Roseade USA
Santa Rita Hills
Stolpman
Tastes from Santa Barbara
Tito's Vodka
Whiskey Selections
Wilson Creek Winery
Woodenhead



SPONSORS

15/40 Productions
AALRR Law Firm
Acanthus
Balfour Beatty
Best Contracting
C3
California Water Service
Cox
District Advocates Group
Energy Systems Group
L.A. Yellow Cab
Malaga Bank
PV High PTSA
PV Magazine
Ruhnau Clarke Architects
Schools First Federal Credit Union
Smart & Final Foundation
tBP Architecture
Terranea Resort
Tito's
Town & Country Signature Events
UCLA Health
Waste Management
West Basin Municipal Water District

MARKETPLACE

Agapantha Jewelry
Letters From Capri
Peninsula Table
Annie's Boutique
Noelle Rose Studios
The Hill Coastal Company

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)
Cabana:	\$6,000	(2)
Varietal (Digital Only):	\$2,500	(8)

Contact Merlin David merlin@pvpef.org

☐ VENDOR SPONSORSHIP

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



Contact Lesley Mayer lesley@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 2026

	Title \$35,000 (1)	Magnum \$25,000 (1)	Champagne \$15,000 (3)	Reserve \$10,000 (4)	Cabana \$6,000 (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				✓			
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							
Innovators in Education/Chuck Miller Teacher Grant Awards 2026	✓	✓	✓	✓	✓	✓	✓
Impact Celebration to Present PEF’s Annual Check Presentation to PVPUSD Superintendent in Spring 2027	✓	✓	✓	✓	✓	✓	✓
Event Tickets							
VIP Saturday Festival (valued at \$275/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.