

## **DEMOGRAPHICS**

The beach is not a controlled environment and does not have stadium type seating. For that reason, we cannot give you exact demographics like that can be gleaned at MLB-NFL-NBA-NHL Stadium attendance. The Beach allows for many more passerby hits due to the flow through dynamics of the display areas that include boardwalks, promenades, pier heads and other thoroughfares of interest. Toyota, AB InBev, Wilson and our other valued partners experienced their best numbers out of the dozens activations they executed nation wide in 2018. They will all be resigning clients in 2019. We get our estimates of attendance from the 22 different Lifeguard services that my company activates on approximately 40 plus Beach locations each year. The ***premier events listed below*** attract 25,000 to 150,000 per weekend (weather conditions dictate).

***(estimates are from the L.A County /California State Lifeguards and hosting beach cities)***

The 20,000 ***participants age demographics*** are as follows.

35 yrs. and over is 20 to 30%

25 yrs. to 35 is approx. 30 to 40%

18 yrs. to 25 is approx. 25 to 30%

14 years old to 18 yrs. is approximately 20 to 25%

***(Parents and family members attend most of the Youth Volleyball and Junior Lifeguard events***

***(Estimates are garnered from the entry forms)***

Southern California's Beaches are visited over 150M times a year! That's more impressions than all the nation's Sports Arenas combined. As a Lifeguard and on site Beach sport promoter for 40 years, I can give you a unique and honest perspective that the beach attendance demographics are mostly made up on the inland communities who are trying to escape the heat. A large percentage of the attendees come from all over the country and abroad. Your client would not only increase their reach in the Southern California market, but would build a far reaching benefit to their branding with a increased diversified customer base from the millions of out of state tourist that visit our iconic beach venues.

I hope this information will help you to develop your initial presentation outline. I look forward to meeting with you. **YOUR COMPANY** would be a most honored partner to this tried and true activation at California's most valued destinations.

Regards,

Scott Hubbell  
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