



# West Coast Hot Sauce Experience

## "Experience the Rush"

June 18-19th, 2022

The Broadway Pier, Downtown San Diego

[www.WestCoastHotSauceExperience.com](http://www.WestCoastHotSauceExperience.com)

Presented By  
Inferno Farms Productions, LLC



The Experience is proudly benefitting **The Gary Sinise Foundation** to help active-duty service members, veterans, first responders and their families.



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# Why The Experience Matters!

The West Coast Hot Sauce Experience was created out of the vacuum of proper festivals in California focusing on hot sauce, spicy foods and the excitement surrounding this culture. Hot sauce festivals similar in scope to The Experience, mostly on the East Coast, have become hugely successful endeavors that provide the chili-head and sauce loving community a thrilling place gather, sample some of the best hot sauces around and watch people suffer the heat all while having a ton of fun.

The Experience will become the premiere hot sauce event on the West Coast presenting an amazing variety fun for the whole family; live music & entertainment, exclusive VIP area, gourmet food trucks, local craft beer and specialty cocktails, spicy eating competitions and all the hot sauce samples you can taste from 50+ craft hot sauce producers. This event will be epic in scale and flavor.

## An amazing venue to Experience the Rush!

Summer in San Diego is a prime tourist destination, with over 1.3 million daily visitors in the month of June alone. Downtown is full of other draws, restaurants, shopping, museums, cruise lines and myriad waterfront activities.

Our venue at The Broadway Pier is nestled in the middle of all of it, directly on a very high foot traffic and visible boardwalk and the very busy Harbor Blvd., seeing over 50,000 daily pairs of eyes. It's the ideal waterfront area to support countless passersby seeing any promotional content.

## Who's coming to The Experience!

We are expecting over 2500 daily attendees looking for an amazing, memorable experience that will exceed their expectations, they are craving something thrilling and maybe a bit indulgent. We are offering an Experience to break away from the ordinary and enjoy the best spicy offerings possible.

Approximately 80% of attendees at The Experience will be from Southern California but we'll definitely see people coming from all over the Southwest. There will be a diverse mix of Southern Californians with many attendees coming from parts north, Nevada, Arizona, Texas, Oregon and beyond.

Our attendees are families with household income levels between \$50,000 - \$200,000 , 85% of our prime customers are men aged 21-55 in this economic grouping. They are an adventurous type that enjoy the thrill of a little risk but want to feel pampered as they are enjoying themselves. They like to eat fun foods like pizza, tacos and BBQ; they drink beer and cocktails; weekend warriors who are willing to spend some money to have a great time with friends and family. Sound familiar?

The hot sauce community, in short, are rabid fans and devoted followers and attendees of these hot sauce festivals. Nearly 70% of attendees will have purchased products before from one of the participating vendors. They will travel hundreds of miles and spend an entire weekend enjoying the surrounding area just to be a part of this event. Many fans plan an entire family vacation around festival dates to ensure they don't miss the opportunity to Experience the Rush.

# Engagement for The Experience

The Experience engagement will be utilizing several marketing and promotional strategies to reach our target audiences leading up to the festival.

**We will be utilizing many marketing channels, some examples include:**

- Event website [www.westcoasthotsauceexperience.com](http://www.westcoasthotsauceexperience.com)
- Boosted and targeted ad buys on social media and search engines reaching 300,000+ local views
- Daily social media activity, multiple accounts with 50-100,000 total followers
- Influencer marketing targeting over 5,000,000 followers
- Cross promotion through our vendors and sponsor social media platforms
- Posters/rack cards at select locations, specialty stores and through direct distribution
- Radio & TV advertising in targeted markets
  - Fox 5, KUSI, CBS News & Morning shows San Diego 300,000+ viewers
  - iHeart stations and more radio morning shows 500,000+ listeners
- Ticket pre-sale locations and websites, EventBrite, Groupon, LivingSocial
- Electronic Banner ads on google
- Press releases distributed to national and regional media and blogs
- Event listings in regional and national outlets

This list is not complete and we are willing to continue a discussion into channels or strategies you have found useful and impactful to your audience. Is there anything you would add or change? What has proven to be the best channel to engage your target audience? Contact us to help customize your engagement strategy.

## Partnership opportunities

Our aim is to provide our Promotional Partners a captive audience that shares the same fundamental demographics and desires that The Experience will be engaging and work together to provide your brand maximum impact of your message. We know the hot sauce community how to market them hot sauce and a good time, you know your business and what are the best ways to engage your audience with impact. We encourage you to share with us how you can best be received by this audience.

Below is a just short list of suggestions to begin planning your unique promotional strategy. We invite you to have a look and contact us with your own suggestions about how you would like to engage our audience.

### **Pre Event Brand Recognition**

- Website inclusion: company logo & link to partner website in footer of every web page
- Banner/logo inclusion on emails and targeted ads
- Logo inclusion on all printed promotional materials for The Experience (Posters, rack-cards, print ads, press releases)
- Brand mentions on live media
- Feature posts on social media (Facebook; TikTok, Instagram, Twitter)

## On-site Brand Recognition

- The Experience merchandise (t-shirts, gift bags, reusable bags)
- On-site banner placement (live stage, banner flags, outward facing fencing)
- Stage shout-outs throughout the event
- Booth space with sampling and activation opportunities
- Product placements
- Naming rights for stages, VIP area, bars, events

These suggestions are just to get the conversation started and are not set in stone. What do you think is missing? What would you add or change? Please contact us and let us know what works best for you.

## Who is the promoter?

Inferno Farms Promotions, LLC was created to produce events surrounding the celebration of things spicy and wild. Greg Foster, CEO, has been a part of the chili-head community for over 10 years, as event attendee, vendor, supplier and hot sauce manufacturer and competitive chili eater. As a passionate member of the hot sauce community, Greg has deep first hand knowledge of what the demographic looks like, how they behave, and what they are looking for in an event. Also, Greg has worked closely with other promoters producing similar events across the country and has a long list of connections to pull off any event without issue.

With the demographic knowledge, event experience and drive to provide an amazing experience for everyone involved, supporting this event will provide your company an opportunity to connect to this community in ways other advertising campaigns can't offer.

## Join the Fun! Be part of the action!

We want your Promotional Partnership to reflect what you feel is most impactful for your brand. Please reach out and let us know how we can best customize your promotional plan:



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## Learn more about Gary Sinise Foundation

[www.garysinisefoundation.org](http://www.garysinisefoundation.org)

