one 805 LIVE!

ROCK FOR FIRST RESPONDERS

On January 9, 2018, the Montecito Mudflow claimed the lives of 23 of our community members and destroyed hundreds of homes.

In the aftermath, a group of residents wanted to thank first responders and their families by throwing a simple barbeque. That barbecue morphed into the largest non-profit event in Santa Barbara history.

Taking Care of Those Who Take Care of Us

$8 MILLION RAISED TO DATE

8 BILLION GLOBAL MEDIA IMPRESSIONS IN 2025

PAST PERFORMERS & GUESTS:

OPRAH WINFREY
KEVIN COSTNER
THE DUKE & DUCHESS OF SUSSEX
KATY PERRY
P!NK
JOHN FOGERTY
MAROON 5
KENNY LOGGINS
MICHAEL MCDONALD

ELLEN DEGENERES
DARIUS RUCKER
DAVID FOSTER
JOE BONAMASSA
STEVE VAI
ROBBY KRIEGER (THE DOORS)
CHICAGO
THE FRAY
GOOD CHARLOTTE

ONE805LIVE! SPONSORSHIP LEVELS

PRESENTING SPONSOR

MAIN STAGE - $350,000

A UNIQUE SPONSORSHIP OPPORTUNITY OF THE HIGHEST LEVEL - THE PROSCENIUM STAGE BANNER - ONE THAT SHOWS THE ENTIRE COMMUNITY OF SANTA BARBARA COUNTY THAT YOU ARE STEPPING UP TO SUPPORT OUR FIRST RESPONDERS.

INCLUDES "PRESENTED BY" BRANDING ON ALL EVENT ADVERTISING, TICKETS & EVENT CREDENTIALS. INCLUDES ONE PRIVATE VIP CABANA (20 GUESTS), GOURMET CATERING, COCKTAIL BAR ETC.

COMMANDER LEVEL

VIP TENTS - $125,000

RECEIVES PRIME SECONDARY BRANDING ON THE VIP TENTS, OFFERING HIGH TRAFFIC EXPOSURE TO ALL VIP GUESTS. INCLUDES "VELVET ROPE" FRONT ROW TABLE (10 GUESTS).

CAPTAIN LEVEL

GA MAIN BAR $25,000

THE SPONSOR OF MAIN BAR WILL ENJOY PRIME BRANDING ON THE GENERAL ADMISSION BAR TENT - OFFERING EXCELLENT EXPOSURE TO ALL 3,000 ATTENDEES. INCLUDES BRANDING ON EVERY BEVERAGE STATION, 4 ONE805 VIP TICKETS & ACCESS TO VIP TENT + HOSTED BAR.

LIEUTENANT LEVEL

ALL PARKING $15,000 | VIP RESTROOMS $10,000

THE VALET PARKING SPONSOR WILL ENJOY PRIME BRANDING ON VALET PARKING, OFFERING EXCELLENT EXPOSURE TO ALL 3,000 ATTENDEES. OUR VIP RESTROOMS SPONSOR RECEIVES PRIME BRANDING INSIDE EACH RESTROOM, EXCELLENT EXPOSURE TO ALL 750 VIP'S ATTENDEES.

IN KIND SPONSORS:

$25,000 (ROOM VALUE)ARTIST HOTEL PACKAGE/IN KIND:

SPECIAL RECOGNITION FROM THE STAGE.
LOGO LISTED ON EVENT WEBSITE & ON SOCIAL MEDIA/WEB.
4VIP EVENT PASSES.
ACCESS TO VIP TENT & HOSTED BAR FOR YOUR GUESTS
ADD ON:
PACKAGED TICKET HOTEL STAY WITH CODE. NO ATTRITION. LIMITED DATE BOOKING.

$10,000+:

SPECIAL RECOGNITION FROM THE STAGE.
LOGO LISTED ON SCREEN AT EVENT AND ON SOCIAL MEDIA/WEB.
TWO (2) VIP EVENT PASSES.
ACCESS TO VIP TENT & HOSTED BAR FOR YOUR GUESTS

$5,000-$9,000:

LOGO LISTED ON SCREEN AT EVENT AND ON SOCIAL MEDIA.
2 GA EVENT PASSES.

$1,000-$4,999:

LOGO LISTED ON SCREEN AT EVENT AND ON SOCIAL MEDIA.

**ALL SPONSORS FEATURED IN FULL PAGE MONTECITO JOURNAL ADD FOLLOWING EVENT*

ADD ON PACKAGE
AVAILABLE TO ALL SPONSORS

ILLUMINATED HELIUM BALLOONS!
$15-20,000 [10 MAX]

GET PRIME VISIBILITY OF YOUR BRAND NAME AS IT FLOATS 50' ABOVE THE CROWD EMBLAZONED ON A 10' DIAMETER, INTERNALLY LIT, HELIUM BALLOON.

COST INCLUDES BALLOON WITH TETHER, HELIUM & CUSTOMIZED PRINTING OF YOUR LOGO.

THE PACKAGE INCLUDES:

FOUR VIP TICKETS
ACCESS TO VIP TENT & HOSTED BAR FOR YOUR GUESTS
VALET PARKING - 1 VEHICLE PARKING PASS
INCLUSION ON WEBSITE, TICKETS
YOU OWN THE BALLOON AFTER THE SHOW FOR RE-USE

one 805™

PREPARE · EQUIP · SUPPORT

Our Mission:

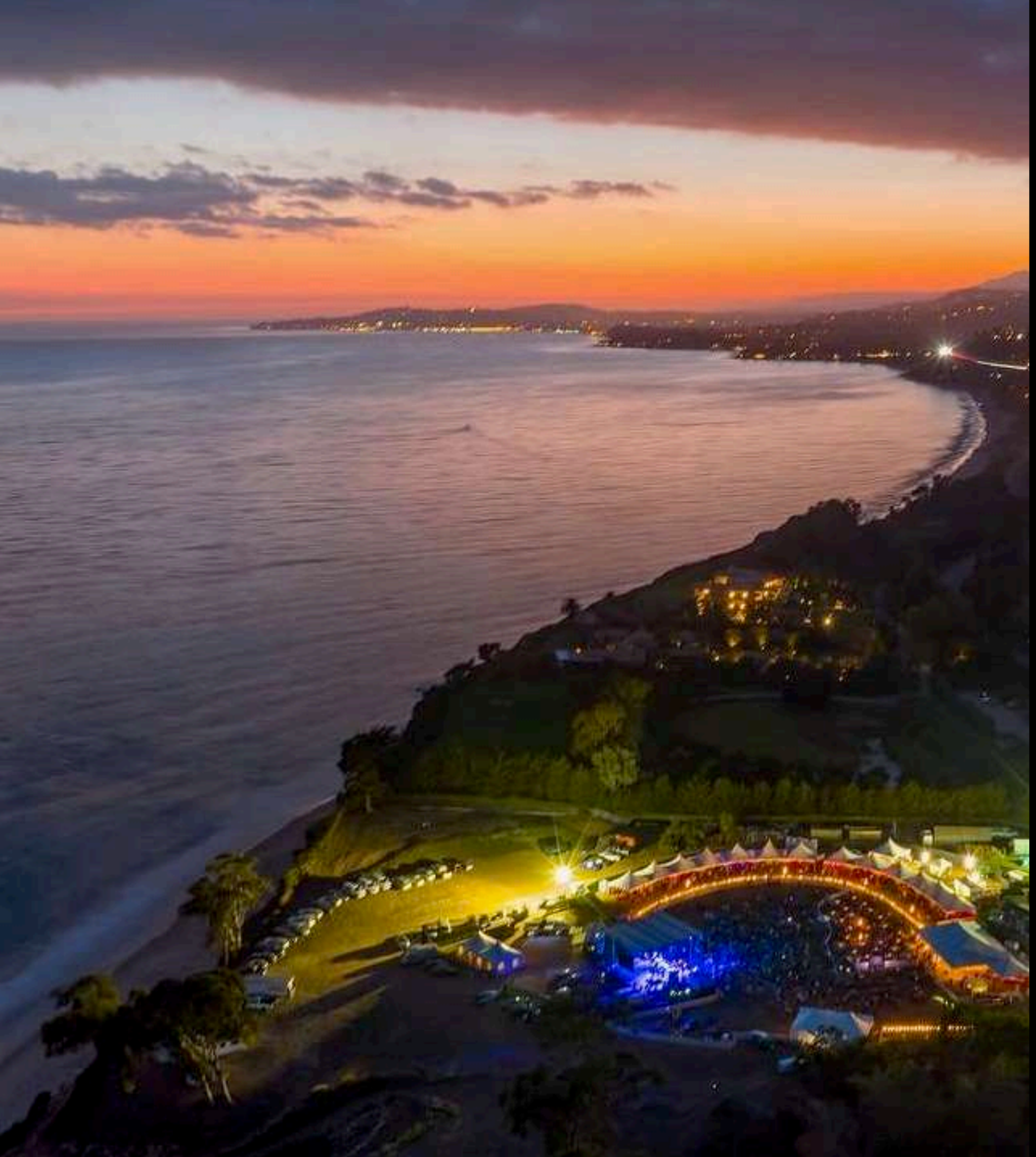
Prepare
the community for emergencies

Equip
first responders with much needed resources

Support
the mental wellness & well-being of first responders

The only organization serving all three primary First Responder agencies in Santa Barbara County.

2,841 Hours of mental wellness counseling provided. In addition to mobile command centers, jaws of life, rescue drones, ocean rescue jet skis, defibrillators in every Santa Barbara police car, Starlink communications systems, Helicopter & dive gear.



2026 EVENTS

Spring concert for 2k at one of Santa Barbara's historic theaters.

September 26th - FESTIVAL for 4k at Kevin Costner's oceanside *Field of Dreams* estate in Montecito, CA.

visit one805.org to learn more