



THE Mix UP



When the main event winds down, the real energy kicks in. The Mix Up is your exclusive late-night after party designed to keep the vibes high and the night going strong.

Join fellow guests for an unforgettable night of music, mingling, and nonstop fun. Whether you're unwinding after a long evening or turning things up a notch, The Mix Up is where the unexpected happens and the memories stick. Dress to impress. Stay as late as you dare.

Let's mix it up!

JULY 28TH



9:00 PM - 12:00 AM
GROWLER BAR - GAYLORD PACIFIC HOTEL
1000 H St, Chula Vista, CA 91910

Tickets

BIA SD MEMBERS: \$100
NON BIA SD-MEMBERS: \$150

Partnership Program (P2) & Builder Comp credits can be applied

VIP SECTION TICKET
BIA SD MEMBERS: \$250
NON BIA SD-MEMBERS: \$350

Allows full access to EXCLUSIVE VIP section of venue



Register online at biasandiego.org/bia-events/

THE MixUP

Builder Sponsorships

EXCLUSIVE

BUILDER BUY-IN \$6,000 (2 AVAILABLE)

- 20 tickets to event (can be used for entry into VIP and General Admission levels) (*Please note VIP tickets can only be used 1 ticket per person to entry on the VIP level*)
- 40 drink tickets
- Company logo on Step & Repeat at entrance of event
- Builder EXCLUSIVE VIP section next to bar in VIP area
- Seperate admission line for VIP section
- Company logo displayed in VIP section
- Builder VIP denoated on attendees name badges
- Pre & post marketing recognition on all BIA platforms (registration website, eblasts, social media & recognition in BIA's Quarterly Magazine, "Building Better")

INDUSTRY INFLUENCER \$3,000 (4 AVAILABLE)

- 10 tickets to event (can be used for entry into VIP and General Admission levels) (*Please note VIP tickets can only be used 1 ticket per person to entry on the VIP level*)
- 20 drink tickets
- Seperate admission line for VIP section
- Company logo displayed in VIP section
- Pre & post marketing recognition on all BIA platforms (registration website, eblasts, social media & recognition in BIA's Quarterly Magazine, "Building Better")

BUILDER SUPPORTER \$1,000 (UNLIMITED)

- 4 tickets to event for General Admission level ONLY
- 8 drink tickets
- Company logo displayed in General Admission section
- Pre & post marketing recognition on all BIA platforms (registration website, eblasts, social media & recognition in BIA's Quarterly Magazine, "Building Better")



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Sponsorship Opportunities

PHOTO BOOTH SPONSOR \$3,000 (1 AVAILABLE)

- Company logo on photo strips from photo booth used by attendees at event
- 2 general admission tickets
- 4 drink tickets
- Pre & post marketing recognition on all BIA platforms (registration website, eblasts, social media & recognition in BIA's Quarterly Magazine, "Building Better")

LATE NIGHT BITES SPONSOR \$3,000 (1 AVAILABLE)

- Company logo displayed near late night bites provided to all attendees at event
- 2 general admission tickets
- 4 drink tickets
- Pre & post marketing recognition on all BIA platforms (registration website, eblasts, social media & recognition in BIA's Quarterly Magazine, "Building Better")

OUT OF TOWNER SPONSOR \$2,000 (UNLIMITED)

- *This sponsorship is EXCLUSIVE for non-BIA members*
- 2 general admission ticket
- 2 drink tickets
- Company logo recognition at event under "Out of Towner" signage

EVENT SUPPORTER SPONSOR \$1,000 (UNLIMITED)

- 1 general admission ticket
- 2 drink tickets
- Company logo recognition at event
- Pre & post marketing recognition on all BIA platforms (registration website, eblasts, social media & recognition in BIA's Quarterly Magazine, "Building Better")

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Sponsorship Opportunities

COCKTAIL ACCESSORY SPONSOR \$3,000 (1 AVAILABLE)

- Company logo on cocktail menu
- Company logo on bartenders at event
- Company logo on name badge
- 2 general admission tickets
- 4 drink tickets
- Pre & post marketing recognition on all BIA platforms (registration website, eblasts, social media & recognition in BIA's Quarterly Magazine, "Building Better")

SOLD OUT

NAME BADGE SPONSOR \$3,000 (1 AVAILABLE)

- Company logo on name badge
- Company logo on bartenders at event
- Company logo on name badge
- 2 general admission tickets
- 4 drink tickets
- Pre & post marketing recognition on all BIA platforms (registration website, eblasts, social media & recognition in BIA's Quarterly Magazine, "Building Better")

SOLD OUT

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- 2 general admission ticket
- 2 drink tickets
- Company logo recognition at event under "Out of Towner" signage

EVENT SUPPORTER SPONSOR \$1,000 (UNLIMITED)

- 1 general admission ticket
- 2 drink tickets
- Company logo recognition at event
- Pre & post marketing recognition on all BIA platforms (registration website, eblasts, social media & recognition in BIA's Quarterly Magazine, "Building Better")

THE MixUP Packages

VIP \$6,500 (6 AVAILABLE)

- 25 tickets (tickets can be used for entry into VIP and General Admission levels) (*Please note VIP tickets can only be used 1 ticket per person to entry on the VIP level*)
- 50 drink tickets
- Seperate admission line for VIP section
- Company logo displayed in VIP section
- Access to EXCLUSIVE VIP area with prodived appetizers & private bar
- Pre & post marketing recognition on all BIA platforms (registration website, eblasts, social media & recognition in BIA's Quarterly Magazine, "Building Better")

BIA SUPPORTER \$3,500 (6 AVAILABLE)

- 10 tickets (tickets can be used for entry into VIP and General Admission levels) (*Please note VIP tickets can only be used 1 ticket per person to entry on the VIP level*)
- general admission tickets
- 20 drink tickets
- Seperate admission line for VIP section
- Company logo displayed in VIP section
- Access to EXCLUSIVE VIP area with prodived appetizers & private bar
- Pre & post marketing recognition on all BIA platforms (registration website, eblasts, social media & recognition in BIA's Quarterly Magazine, "Building Better")