
VIRGINIA
BEACH
events
IMGOING



VIRGINIA BEACH events


WELCOME TO VIRGINIA BEACH
200+ PROGRAMMED DAYS
300,000+ ATTENDEES AND VISITORS OF ALL AGES
HAILING FROM HAMPTON ROADS AND BEYOND!
VIRGINIA BEACH events


Through Social Media, Television Interviews, Press Releases and Paid Advertising, Beach Events garners well over 2.5B+ media impressions and $23M+ in estimated media value
VIRGINIA BEACH
FUNK FEST
BEACH PARTY
VIRGINIA BEACH events

THE BEACH EVENTS EXPERIENCE

FAMILY FRIENDLY ENTERTAINMENT

Our Beach Events team is Managed by IMGoing Events, a team with over 30 years of concert and festival production experience. Our team is committed to a season filled with entertainment for everyone! Many of our events are free and open to the public, and appropriate for all ages! Even our ticketed events have a component or view that can be enjoyed by anyone venturing into the Oceanfront for an unforgettable visit to Virginia Beach



ATTENDEE SATISFACTION

We want our fans to walk away wishing they could turn around and come right back.

Every Beach Events entertainer, vendor, and sponsor relationship is carefully curated to be a part of building achieving this reaction.

Our partners return year after year because of the strong emotional connection forged between the experience and the attendees, one that connects brands with fans for life.



FESTIVE FLAVORS

We are proud of our food and beverage offerings through our outstanding sponsors and vendors! Our festival offerings are a satisfying mix of deliciously local to nationally renowned and loved. From Seaside to Nation Wide we feature flavors for everyone.



VIRGINIA BEACH events

2025 SIGNATURE BEACH EVENTS ATTENDANCE ESTIMATES

BULLS AND BARRELS BEACH RODEO

(April – Saturday–Sunday)

20,000+ Attendees and Boardwalk Spectators

KITE FESTIVAL WEEKEND

(May – Saturday – Sunday)

10,000+ (Boardwalk Traffic and Visitors)

HAMPTON ROADS PRIDE FEST

(June – Saturday)

Free Attendance: 10,000+ (park and boardwalk traffic)

4TH OF JULY - STARS AND STRIPES CELEBRATION

Free Attendance: 50,000+ (parks and boardwalk traffic)

MONSTERS ON THE BEACH

(May – Friday – Sunday)

Ticketed Attendance: 10,000+ ticketed traffic – 25,000 boardwalk

OCEANFRONT CONCERT SERIES (OCS)

(SUMMER INTO FALL) – 11 WEDNESDAYS – 3 ROTATING PARK STAGES

(50,000 Attendees – Park + Boardwalk)

VIRGINIA BEACH events

2025 SIGNATURE BEACH EVENTS EVENT ATTENDANCE ESTIMATES:

CHALK THE WALK

(June - Saturday)

Attendance: 5000+ Participants and Boardwalk Traffic

LA FIESTA

HISPANIC MUSIC FESTIVAL ON THE BEACH

(June - Friday - Saturday)

Ticketed Attendance: 5000+ - 20,000+ Boardwalk Traffic

FUNK FEST

(August - Friday - Saturday)

Ticketed Attendance: 15,000 + Boardwalk Traffic - 25,000+

BEACH BLANKET CINEMAS + FESTIVAL

(ALL SUMMER - JUNE - AUGUST)

Free Attendance: 8,000 attendees + 10,000 Boardwalk Traffic

JEEP FEST

(November - Friday-Sunday)

Ticketed Attendance: 5,000 -10,000 Boardwalk Traffic

VIRGINIA BEACH events

2025 SIGNATURE BEACH EVENTS EVENT ATTENDANCE ESTIMATES:

HOLIDAY BIKE NIGHT

(June – Saturday)

Attendance: 5,000+ Participants and Boardwalk Traffic

HOLIDAY LIGHTS - BOARDWALK DISPLAY

(NOVEMBER 15 – DECEMBER 31)

Ticketed Est. Attendance: 75,000+

HOLIDAY PARADE AT THE BEACH

(December – Saturday)

Attendance: 5,000 + Boardwalk Traffic – 20,000+

LAST NIGHT ON THE TOWN

(DECEMBER 31st – TOWN CENTER)

Free Attendance: 10,000 Attendees

FIRST NIGHT HOLIDAY HIKE

(January 1st, 2026)

Ticketed Attendance: 2,500 Boardwalk Traffic

VIRGINIA BEACH events

2025 SIGNATURE BEACH EVENT SPONSORSHIP OPPORTUNITIES

PRE & POST EVENT MARKETING:

- Website Logo with URL Link on Event Sites
- Brand and/or Product Logo on Beach Event Posters
- Brand Dedicated Facebook, Instagram Social Media Posts and more!
- Shout out and dedicated Ad in our Beach Events Newsletter reaching thousands of subscribers!

EVENT SITE ACTIVATION:

- Flexible Activation Space with high visibility, attendee traffic, space for creative assets, vehicles, tents, installations and much more!
- 10X10 space for activation, lead generation, promotion / crowd interaction (Space Upgrades Available!)
- Customized creative solutions that meet your marketing goals in a memorable way! Let us help you build an experience that attendees will remember and attach emotionally to.

ONSITE BRAND EXPOSURE:

- Inclusion in Event Site Banners and Signage
- Opportunity to place brand dedicated signage around event site
- Inclusion in Special Branded Spaces – Sidewalk Graphics, Fencing, etc.

VIP TICKETS AND ACCESS:

- Special Sponsor Ticket Packages
- Tickets for Giveaways, Raffles, Promotions
- Wristband Access to Promotional Staff / Event Staff
- Parking for Event Staff

VIRGINIA BEACH events


CHALK
THE WALK
VIRGINIA BEACH BOARDWALK
2023
VIRGINIA
BEACH
events

Next Steps

BEACH EVENTS SIGNATURE SERIES 2025 will be here before we know it! Let's chat now so that we have the best chance of designing a successful experience for you.

Please contact:

Angela Fisher

Director of Partnership Development

919-971-9513

or angela.fisher@imgoingevents.com













VIRGINIA BEACH events



Good Vibes at Beach Events 2025!

Angela Fisher is focused 100% on partnership success at IMGoing Events. If you're curious, it's worth exploring what Being a Signature Series Sponsor could do for your brand!

Please contact Angela for a free sponsorship consultation at 919-971-9513 or angela.fisher@imgoingevents.com

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