



JUNE 2026
VIRGINIA BEACH OCEANFRONT



POINT BREAK FESTIVAL IS A WEEKEND OF UNMISSABLE MUSICAL MAGIC

20+ TOURING ARTISTS

2 OCEANFRONT STAGES

30,000+ FANS!

We at IMGoing Events are excited to share that our newest music festival, Point Break, will be returning for its third year June 2026. Our festival lineups caught media attention of music fans, national, regional, and local media, influencers, national and regional brand sponsors, and local food and artisan vendors.

As we plan for Point Break Festival round three, we carry with us the anticipation of thousands of fans. It is important that we continue to grow the festival in the spirit in which it was conceived, and that we forge and renew dedicated passionate partnerships that are eager to expand and explore with us.

By design, we have strategic and limited pre- and post-experience branding separate or as a complement to onsite sponsorship opportunities. We seek sponsors that add value to the overall festival experience. In turn, we provide one-of-a-kind brand exposure, lead generation, and product experience from a fully customized partner loyalty package.



2025 Media Report

OVER 3 BILLION IMPRESSIONS

Through social media, television interviews, press releases and paid advertising, Point Break Festival garnered approximately 3B+ media impressions and \$25M+ in estimated media value.



AUDIENCE DEMOGRAPHICS

Our Fans Hail From:

Hampton Roads, VA

Richmond, VA

Roanoke, VA

Washington DC

Raleigh/Durham, NC

Charlotte, NC

Baltimore, MD

Ocean City/Salisbury, MD

New York, NY

Philadelphia, PA

Boston/Manchester, MA

Age Range:

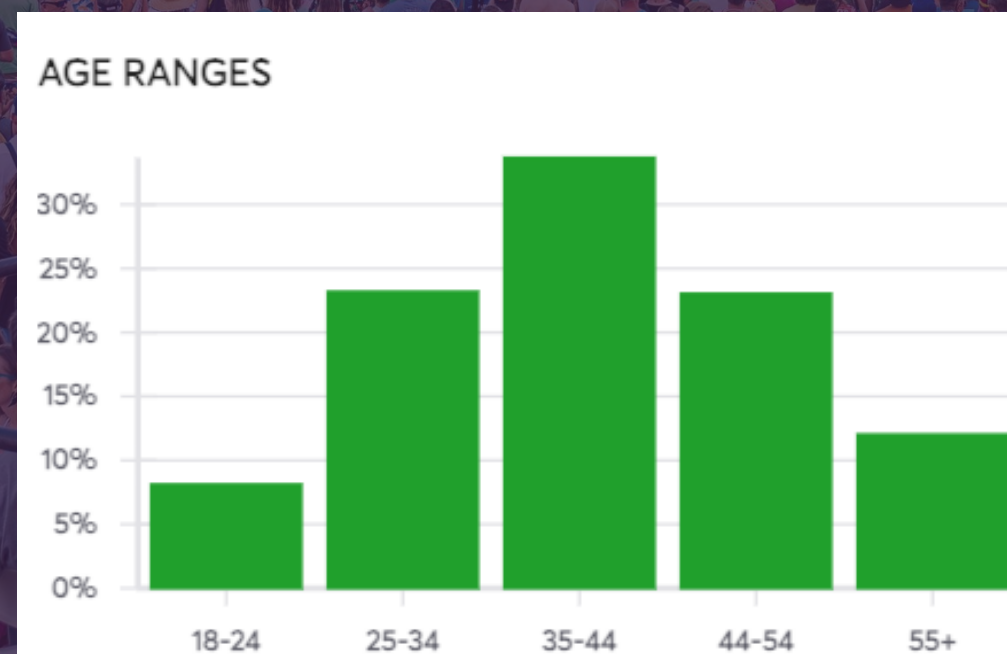
18-24: 8%

25-34: 23%

35-44: 34%

44-54: 23%

55+: 12%

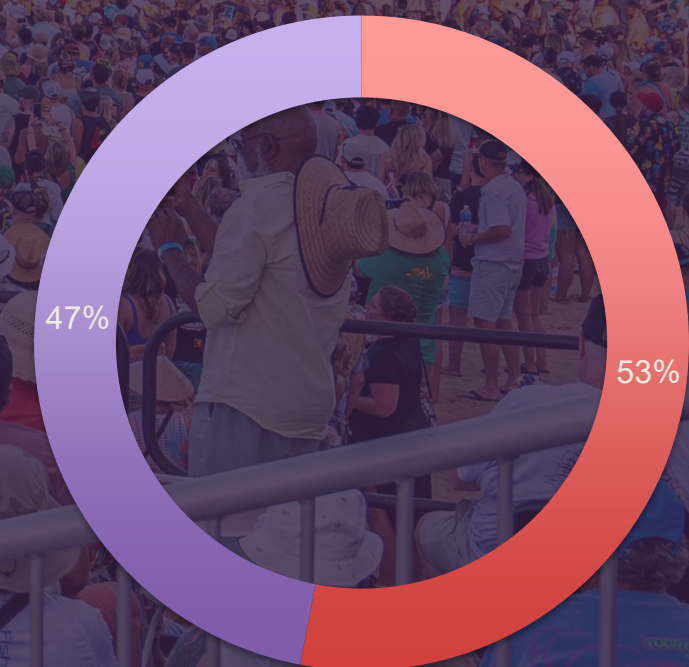


Gender:

53% Female

47% Male

Gender



Female Male

THE POINT BREAK EXPERIENCE

ELECTRIFYING ENTERTAINMENT

Point Break Festival is managed by IMGoing Events, a team with more than 30 years of concert and festival production experience. Our team is committed to a festival lineup that creates excitement and headliners that need no introduction! Year 1 and 2 were both huge successes, so we are ready to continue growing.



ATTENDEE SATISFACTION

We seek to achieve that post-event high that just won't quit! That's what we strive to provide to every attendee of Point Break. We want our fans to walk away wishing they could turn around and come right back. Every Point Break entertainer, vendor, and sponsor relationship is carefully curated to be a part of building to achieve this reaction.



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 a wide variety of flavors to accommodate all attendees and satisfy any sort of craving.



EXPAND YOUR BRAND AT POINT BREAK 2026

Point Break Festival Partnership and Sponsorship Opportunities:

- *Stage Naming Rights (Main and 2nd Available)
- *Presenting Partnerships for Kick-Off Events, Encore Concerts, and Ancillary Activities during Point Break Weekend
- *VIP Area Naming and Onsite Experiential Display, Sampling, Lead Generation and Conversion
- *GA Onsite Brand Activation, Experiential, Product Sampling, Lead Generation and Conversion
- *Pre and Post Show Brand Exposure - Social Media Shout Outs, Brand Introductions, URL Linked Logos

We take pride in creative brainstorming and customization! Please don't be shy about asking if something is possible, or if we can help build an activation or campaign that reaches your festival goals. We rarely offer canned pre-created sponsor packages because we want to get to know our partners and deeply understand how we can connect the crowd with the ongoing and future success of your brand!

Our limited customized opportunities open at \$10,000 with exclusive and title opportunities at \$50k and above.*



POINT BREAK PARTNERS STAND OUT IN OUR CROWD OF THOUSANDS

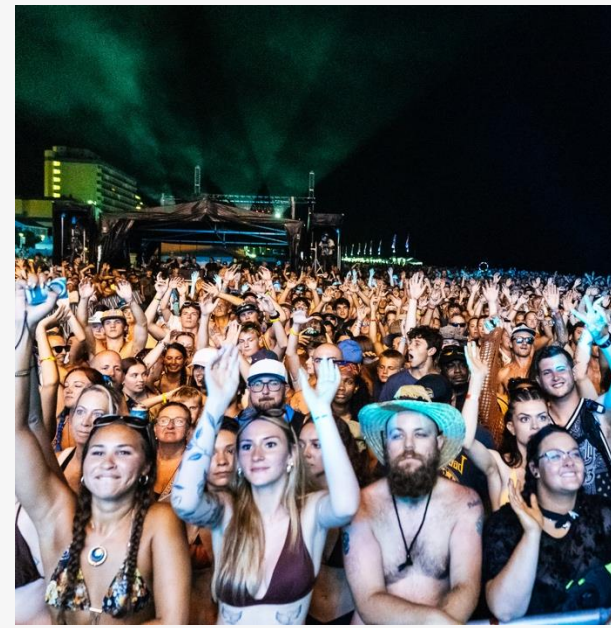


CONSUMER FEEDBACK



"Such good vibes all weekend long... The artist lineups were stacked, the food was delicious, the beverages were cold, the shade in VIP was abundant. Year two was better than the inaugural and it will only get bigger and better."

- Dave & Catherine Polski via VB Reggae on Facebook



"Had one of the best times of my life. Everything was either perfect or very close. Kudos to the organizers and workers.... Thanks for one of the best times ever."

- Jeff Hackash via VB Reggae on Facebook



"Such an amazing time! We will definitely be back! All artists were so great. Sound! Lights! All production was amazing!"

- @ericcannon0710 on Instagram



"Absolutely coming back for more next year. This was AMAZING!!!"

- @cassiehollywood via Instagram





NEXT STEPS

Point Break Festival 2026 will be here before we know it!
Now is the time to chat so that we have the best chance of
designing a successful experience for you.

Visit imgoingevents.com to contact!

