

# PIER del SOL INFORMATION GUIDE

## ABOUT THE EVENT

Pier del Sol is an exciting and unique day of fun on the historic Santa Monica Pier and Pacific Park. At the only food & spirit festival fused with a backyard private amusement park, attendees will enjoy an exclusive VIP brunch featuring mouthwatering tastings from over 35 of L.A.'s top chefs and restaurants, complete with a beach top beer & spirit garden, entertainment, music, arts & crafts, games, and unlimited rides. This year's Honorary Chef is Gino Angelini, from one of the areas hottest restaurants, Angelini Osteria. He has been a dedicated supporter and friend of Special Olympics Southern California for the past 14 years. Learn more at:

[WWW.SOSC.ORG/PIERdelSOL](http://WWW.SOSC.ORG/PIERdelSOL)

## ABOUT SPECIAL OLYMPICS SOUTHERN CALIFORNIA

Special Olympics Southern California enriches the lives of athletes with intellectual disabilities through sports, health, and leadership programs. Special Olympics helps athletes become more independent, build self-esteem, and live healthier lives. They inspire people to open their hearts and create more accepting and inclusive communities. All Special Olympics programs are free to the athletes and their families. Learn more at [www.sosc.org](http://www.sosc.org).

## BASIC INFORMATION

The VIP Brunch is the place to be for the 21st annual Pier del Sol. The VIP Brunch includes unlimited rides to Pacific Park and 12 game booth tickets. The special VIP Brunch will feature amazing food from L.A.'s top chefs and restaurants. This year's theme is "Oktoberfest," where a beach top Beer & Wine Garden will enhance your culinary palette. Admission to the VIP Brunch is \$175 per adult ticket and \$75 for children (ages 5 to 12 - available at the door day of event). Children under five are free, but will not receive a meal coupon. General admission to the event is \$75 per ticket and includes unlimited rides, 8 game booth tickets and a meal coupon to be redeemed at the Pacific Park Food Plaza.

- Brunch Tickets: \$175 adults and \$75 children (ages 5-12)  
VIP Admission includes unlimited rides, game booth tickets, and access to the VIP Brunch featuring more than 35 of L.A.'s top restaurants
- General Admission Tickets: \$75  
General Admission includes unlimited rides, game booth tickets and a meal coupon for Pacific Parks Food Plaza
- Honoree: Mary Ann Pwell & Pacific Park
- Honorary Chairs: Anita Green and Rob Friedman
- Honorary Chef: Gino Angelini, *Angelini Osteria*

## SAMPLE SOCIAL MEDIA POSTS - GENERAL

- Join some of the best restaurants and chefs in Los Angeles as they prepare their best dishes at the 21st annual Pier del Sol, a fund-raiser for Special Olympics Southern California athletes on Oct. 8 at the Santa Monica Pier. Join us to raise funds for a great cause while eating great food. Register: [www.sosc.org/pierdel-sol](http://www.sosc.org/pierdel-sol)
- Get some of the best food from the top chefs of Los Angeles in support of Special Olympics Southern California at the annual Pier del Sol fundraiser on Oct. 8 at the Santa Monica Pier! Join the fun. [www.sosc.org/pierdel-sol](http://www.sosc.org/pierdel-sol)
- The 21st annual Pier del Sol is Oct. 8! Come dine on the best food LA has to offer. Jump on free rides at Pacific Park. Enjoy a great Sunday at the Santa Monica Pier. All in support of Special Olympics Southern California athletes. [www.sosc.org/pierdel-sol](http://www.sosc.org/pierdel-sol)

## PIER del SOL

Sunday • Oct. 8

**Santa Monica Pier & Pacific Park**

- General Admission: \$75
- VIP BRUNCH:  
Adults - \$175 per ticket  
Children (5-12) - \$75 per ticket
- Unlimited rides at Pacific Park
- VIP BRUNCH: Features some of the best chefs and restaurants from Los Angeles serving up their unique specialties that represent foods from all over the globe
- Some of the featured chefs: Angelini Osteria, BJ's Restaurants, Church and State & Spring, Clementine, Dandy Don's Home-Made Ice Cream, Dulans' on Crenshaw Soul Food, El Cholo, Melissa's Produce, Pinks Hot Dogs, Playa Provisions, Porta Via, Sprinkles, Kimmy Tang, LA Prime Restaurant / Westin Bonaventure Hotel

More Details:

[WWW.SOSC.ORG/PIERdelSOL](http://WWW.SOSC.ORG/PIERdelSOL)

## SOCIAL BASICS



**Facebook**

[SpecialOlympics.socal](https://www.facebook.com/SpecialOlympics.socal)



**Twitter**

[@SOSoCal](https://twitter.com/SOSoCal)



**Instagram**

[@SOSoCal](https://www.instagram.com/SOSoCal)

**HASHTAGS TO USE:** (in order of use preference)

**#WeAreSOSC**

*Special Olympics Southern California  
Main hashtag*

**#SpecialOlympics**

*Special Olympics Southern California  
Main hashtag*

**#PierDelSol**

**#SOSCPierDelSol**

## PARTNERS TO TAG

**Santa Monica Pier:**

*Facebook.com/TheSantaMonicaPier*

**Pacific Park:**

*Facebook.com/PacPark*

*Twitter: @PacPark*

honored to sponsor the fun and join the celebration. [www.sosc.org/pierdelsol](http://www.sosc.org/pierdelsol)

## **SAMPLE SOCIAL MEDIA POSTS - HONORED GUESTS**

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- I'm so excited to support Special Olympics Southern California at the annual Pier del Sol fundraiser on Oct. 8 at the Santa Monica Pier! Join the fun. [www.sosc.org/pierdelsol](http://www.sosc.org/pierdelsol)
- Does food, rides, and fun in the sun sound like your idea of a great Sunday? Join the celebration with me at the annual #PierDelSol fundraiser for Special Olympics Southern California. [www.sosc.org/pierdelsol](http://www.sosc.org/pierdelsol)
- I'm hanging out with Special Olympics champions this morning at the annual #PierDelSol fundraiser on Santa Monica Pier for Special Olympics Southern California. [www.sosc.org/pierdelsol](http://www.sosc.org/pierdelsol)
- This weekend I attended the annual #PierDelSol fundraiser for Special Olympics Southern California. I was inspired meeting some of the amazing athletes that this organization supports. [www.sosc.org/pierdelsol](http://www.sosc.org/pierdelsol)

## **SAMPLE SOCIAL MEDIA POSTS – RESTAURANTS**

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- We're so excited to participate in the annual Pier del Sol fundraiser for Special Olympics Southern California on Oct. 8! We'll be preparing one of our specialties for the VIP brunch. Join the fun. [www.sosc.org/pierdelsol](http://www.sosc.org/pierdelsol)
- [Restaurant/Chef] is preparing [dish name] for Special Olympics Southern California's #PierDelSol fundraiser on Oct. 8. If you want a taste, join us! [www.sosc.org/pierdelsol](http://www.sosc.org/pierdelsol)
- If you can't get enough of our [dish name], then join the celebration at the annual #PierDelSol VIP Brunch, a fundraiser for Special Olympics Southern California on Oct. 8. [www.sosc.org/pierdelsol](http://www.sosc.org/pierdelsol)
- We're hanging out with Special Olympics champions this morning, preparing hundreds of [dish name] for the annual #PierDelSol fundraiser for Special Olympics Southern California. [www.sosc.org/pierdelsol](http://www.sosc.org/pierdelsol)
- We're donating our time at the annual #PierDelSol fundraiser for Special Olympics Southern California on the Santa Monica Pier today! Who thinks we should send [chef name] on a rollercoaster break?
- This weekend we donated our time at the annual #PierDelSol fundraiser for Special Olympics Southern California. We served up some delicious [dish name]. [www.sosc.org/pierdelsol](http://www.sosc.org/pierdelsol)

## **SAMPLE SOCIAL MEDIA POSTS – SPONSORS**

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- We're so excited to sponsor the annual #PierDelSol fundraiser for Special Olympics Southern California on Oct. 8 at the Santa Monica Pier! Join the fun. [www.sosc.org/pierdelsol](http://www.sosc.org/pierdelsol)
- Does food, rides, and fun in the sun sound like your idea of a great Sunday? Join the celebration with us at the annual #PierDelSol fundraiser for Special Olympics Southern California. [Company Name] is an official sponsor of the fun. [www.sosc.org/pierdelsol](http://www.sosc.org/pierdelsol)
- We're hanging out with Special Olympics champions this morning and volunteering at the annual #PierDelSol fundraiser for Special Olympics Southern California. [www.sosc.org/pierdelsol](http://www.sosc.org/pierdelsol)
- This weekend we donated our time at the annual #PierDelSol fundraiser for Special Olympics Southern California. We were