

# SEÑOR GRUBBY'S



[fb.com/Grubbys](https://fb.com/Grubbys)



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



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

In 2008, we decided put our own twist on Mexican and American favorites creating what we like to call "California Grub". Our primary focus was Mexican influenced street tacos and an infused breakfast; we have evolved to become an award-winning restaurant, year over year. We are here to serve our community through great grub, giving back, and throwing rad parties!

Food-forward, family-first, fun-loving.

[WWW.EATGRUBBYS.COM](http://WWW.EATGRUBBYS.COM)



# GRUBBY'S

## GRUBBY'S FAMILY

Señor Grubby's started off as a 'little taco shop' in Carlsbad, and we have grown into something so much larger. We now have 2 Señor Grubby's locations. We have been awarded 'Best of San Diego' awards. We have donated back thousands of dollars to local charitable organizations, schools, sports teams, families in need, and nonprofits. We continue to evolve with the times & push ourselves for greatness.

Grubby's Poke & Fish Market is the brainchild of a group of North County locals who have a passion for food, family and community. They have created a restaurant for locals by locals, accentuating all of the things that makes North County San Diego great, from the beaches to the breweries. Oh, and did we mention we are the proud winners of San Diego City Beat 'Best Poke' for 2018 & 2019!

## SOCIAL AUDIENCE



**10,276 FOLLOWERS**



**7,442 FOLLOWERS**



**854 FOLLOWERS**

## SOCIAL STATS

**SPRING 2020**

### FACEBOOK

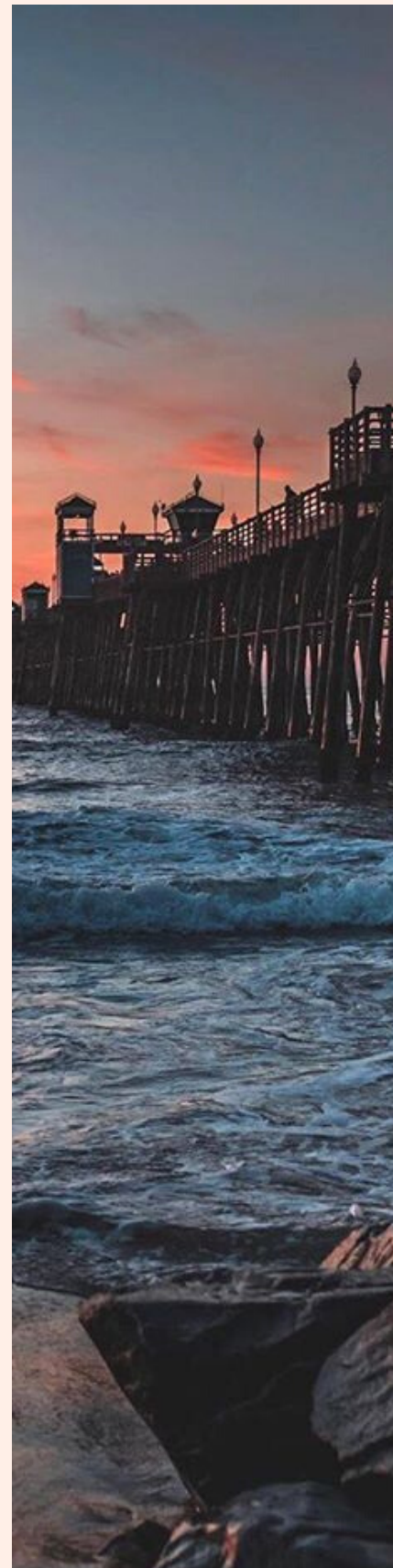
**Reach: 107,767**  
**Impressions: 119,900**  
**Engagement: 2,679**

### INSTAGRAM

**Reach: 27,528**  
**Total Swipe Ups: 745**

### TWITTER

**Profile Visits: 81,434**  
**Impressions: 72,900**



# COMMUNITY IMPACT



Justin Jachura says his goal is "to become so interwoven in the fabric of our community, that people would notice if we stopped doing all that we do..." and he's been dedicated to seeing that vision become a reality. Jachura is the cofounder of Señor Grubby's & he hopes to see his business continue to grow and thrive in the city he's called home for 35 years. "We've done our best to build a quality brand that people can count on, not only with food but with service to our community," he says. "I love serving people and our community." The foundation of the business that Jachura & his partners have built, has been that which thrives on being able to serve the community. This drive to give back has taken form in many ways: weekly fundraisers - "We Care Wednesdays" - helping local sports teams, schools, nonprofits, and even families that have found themselves faced with the hardest circumstances of their lives; donations to local events in the form of gift cards, merchandise, food, space to use in the restaurant; food donations to first responders during times of emergencies; sponsorship of events such as golf tournaments to raise funds for local nonprofits; and one of our favorites...parking lot parties!

Starting in 2013, Señor Grubby's chose to hold parking lot events in support of local non-profits. These events have helped raise money for Carlsbad Pop Warner, Join Hands Save a Life, Warrior Foundation Freedom Station, Operation Amped, Urban Surf 4 Kids, Boys & Girls Club Carlsbad, and the longest running beneficiary of our parking lot parties has been Got Your Back San Diego. GYBSD helps to feed local children who are considered 'food insecure'. Since 2013, Señor Grubby's annual Christmas parties have all been in support of raising money for GYBSD. In the months leading up to the event, Grubby's sells paper backpacks to raise even more money to feed the children benefiting from the services of GYBSD. Each backpack represents the money that will be used to help fill a real backpack for a child in need. In 2019, this point-of-sale fundraising effort raised nearly \$1200; that amount feeds at least 2 children every weekend, for an entire year! And every year, Jachura requests that each employee that interacts with a customer, "simply ask the question"...because you might not realize how every donation, big or small, can impact the life of someone in need.



# SPONSORSHIP PACKAGES

Señor Grubby's Parking Lot Events

**TITLE**  
**\$2,500**

- Email Blast to 5k+
- Social Media Reach 56k+
- Business Name on 2k+ Flyers
- Business Name on 100+ Posters
- MC Mentions throughout Event
- Business Name on Event T-Shirt
- Banner Display at Event
- Company Booth at Event
- Press Release
- Professional Event Photos with Business Watermark
- Photobooth Images with Business Logo
- Radio Presence 100k+

**COMMUNITY**  
**\$150**

- Email Blast to 5k+
- Social Media Reach 56k+
- Business Name on 2k+ Flyers
- Business Name on 100+ Posters
- MC Mentions throughout Event
- Business Name on Event T-Shirt
- Company Booth at Event
- Press Release

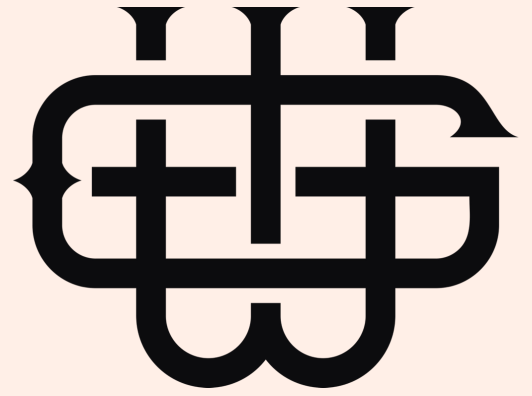
**FRIEND**  
**\$100**

- Email Blast to 5k+
- Social Media Reach 56k+
- Business Name on 2k+ Flyers
- Business Name on 100+ Posters
- MC Mentions throughout Event
- Business Name on Event T-Shirt
- Press Release

**SUPPORTER**  
**\$50**

- Email Blast to 5k+
- Social Media Reach 56k+
- Business Name on 2k+ Flyers
- Business Name on 100+ Posters
- MC Mentions throughout Event

# WE GRUBBY



## WHO WE ARE

Welcome to the family. Skate. Surf. Snow. Climb. Art. After 12 years of fine-tuning our restaurant, we are so excited to now introduce 'We Grubby', an active lifestyle movement that will take the same love of life and community to the adventure sports world. We have an expanded reach of 1M+ on social media through partnerships and sponsored adventurers. Tapping into professional sports such as, but not limited to, skateboarding, surfing, rock climbing, snowboarding, moto, and more. LIVE broadcast events will be our main focus of outreach teaming up with other like-minded companies to push fun and adventure, while raising monies and awareness for nonprofits we believe in.

## SOCIAL AUDIENCE



**43.6K FOLLOWERS**

@wegrubby

## SOCIAL STATS

**APRIL 2020**

**Accounts Reached: 13k**

**Impressions: 40k**

**Views on Page: 207+k**





# WHERE WE CAME FROM...

and where we're going

## PROFESSIONAL EXPERIENCE

- X GAMES GOLD MEDALIST
- NITRO CIRCUS ATHLETES
- JACKASS STUNTMEN
- BIG WAVE SURFERS
- BIG WALL ROCK CLIMBERS
- FUTURE OLYMPIC COMPETITORS

## EVENTS AUDIENCE

- 3.7M X GAMES
- 1.1M SIMPLE SESSIONS
- 244K DEW TOUR

## SOCIAL AUDIENCE

**718,400**

TOTAL FOLLOWING THROUGHOUT  
SKATE, SURF, & CLIMBING TEAM

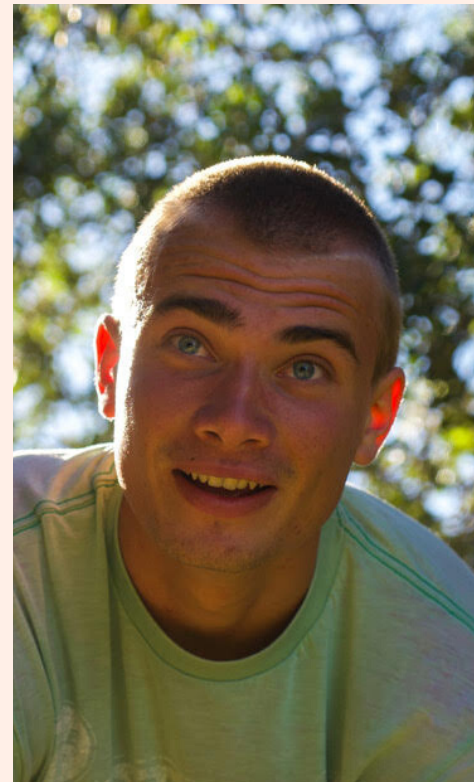
## EVENT GOALS

RAISE FUNDS & AWARENESS FOR  
LOCAL NONPROFITS VIA LIVE  
BROADCAST EXTREME SPORTING  
EVENTS

SPONSORSHIP COLLABORATIONS

EXPAND SOCIAL MEDIA REACH

DOCUMENTARY FILM



# SPONSORSHIP PACKAGES

We Grubby Adventure Sports Events

**TITLE**  
**\$10,000**

- Email Blast to 5k+
- Social Media Reach 725k+
- Day of Event Estimated Reach 5M+ Viewers
- Business Name on 2k+ Flyers
- Business Name on 100+ Posters
- MC Mentions throughout Event
- Business Name on Event T-Shirt
- Banner Display at Event
- Company Booth at Event
- Press Release
- Professional Event Photos with Business Watermark
- Photobooth Images with Business Logo
- Radio Presence 100k+

**COMMUNITY**  
**\$2,000**

- Email Blast to 5k+
- Social Media Reach 725k+
- Day of Event Estimated Reach 5M+ Viewers
- Business Name on 2k+ Flyers
- Business Name on 100+ Posters
- MC Mentions throughout Event
- Business Name on Event T-Shirt
- Company Booth at Event
- Press Release

**FRIEND**  
**\$1,000**

- Email Blast to 5k+
- Social Media Reach 725k+
- Day of Event Estimated Reach 5M+ Viewers
- Business Name on 2k+ Flyers
- Business Name on 100+ Posters
- MC Mentions throughout Event
- Business Name on Event T-Shirt
- Press Release

**SUPPORTER**  
**\$500**

- Email Blast to 5k+
- Social Media Reach 725k+
- Day of Event Estimated Reach 5M+ Viewers
- Business Name on 2k+ Flyers
- Business Name on 100+ Posters
- MC Mentions throughout Event