



# EVENT OVERVIEW **BUNNY TRAIL**



## **TOWN CENTER COMMUNITY PARK EAST**

550 Park Center Drive, Santee, CA 92071



**SATURDAY, MARCH 28, 2026**

**10:00AM-1:00PM**



## **2500+ ATTENDEES**

A diverse population of Santee and other San Diego County community members, including adults, children of all ages, and senior citizens

## **EVENT SCOPE**

An opportunity for families and children to celebrate the spring season, with free activities and entertainment. Santee's Bunny Trail is a great way to build community and create memories.



## **SPECIFIC ACTIVITIES**

- Great Music
- Interactive fun
- Crafts and activities
- Bunny photos
- Bunny trail egg hunt
- Carnival rides
- Giveaways



## **SPONSORSHIP LEVELS\***

Golden Egg - \$3,000

Silver Basket - \$1,800

Bronze Bunny - \$800

Customized - Available upon request



\*See sponsorship table for a detailed list with benefits available.



# CITY OF SANTEE

## 2026 BUNNY TRAIL EVENT SPONSORSHIP TABLE

| Sponsorship Levels (customizable options are available upon request)               |  | Golden Egg                                     | Silver Basket  | Bronze Bunny |  |  |  |
|--|--|--|----------------|--------------|--|--|--|
| Sponsorship Amounts  |  | \$3,000  | \$1,800        | \$800        |  |  |  |
| Company recognition on the following:  | Estimated Impressions  | Items below are included in your sponsorship*: |                |              |  |  |  |
| <strong>Banners</strong>   |  |  |                |              |  |  |  |
| (6'x10') at Mast Blvd. & West Hills Pkwy   | 33,800 cars daily  | Large Logo                                     | Medium Logo    | None         |  |  |  |
| (6'x10') at Magnolia St. & Prospect Ave.   | 42,200 cars daily  | Large Logo                                     | Medium Logo    | None         |  |  |  |
| (6'x10') at River Park Dr. & Cuyamaca Rd   | 30,000 cars daily  | Large Logo                                     | Medium Logo    | None         |  |  |  |
| <strong>Online</strong>  |  |  |                |              |  |  |  |
| City of Santee website (company logo hyperlinked to company website)               | ~3,000 total visits  | Large Logo                                     | Medium Logo    | Small Logo   |  |  |  |
| Outside agency websites (on average the event is promoted by at least 40 websites) | Varies   | Yes  | Yes            | Yes          |  |  |  |
| Logo on SanteeTV during Recap Video  | Airs 145+ time live  | Large Logo                                     | Medium Logo    | Small Logo   |  |  |  |
| <strong>Social Media</strong>  |  |  |                |              |  |  |  |
| Facebook Posts - City of Santee Special Events                                     | 6.9k followers   | Tag + Logo                                     | Logo + Mention | Mention      |  |  |  |
| Facebook Posts - City of Santee Official Page                                      | 10k followers  | Tag + Logo                                     | Logo + Mention | Mention      |  |  |  |
| Instagram Posts - City of Santee   | 5.3k followers   | Tag + Logo                                     | Logo + Mention | Mention      |  |  |  |
| Twitter Posts - City of Santee   | 2.9k followers   | Tag + Logo                                     | Logo + Mention | Mention      |  |  |  |
| <strong>Onsite Elements</strong>   |  |  |                |              |  |  |  |
| 10' x 10' exhibit space (no sales permitted)                                       | ~2,000+ attendees  | Yes  | Yes            | Yes          |  |  |  |
| Banner(s) displayed in prominent location (company provides - 3'x5')               | ~2,000 attendees   | 3  | 2              | 1            |  |  |  |
| Sponsor Thank You Signage (24"x36")  | ~2,000 attendees   | Large Logo                                     | Medium Logo    | Small Logo   |  |  |  |
| Reserved parking   |  | Yes (1)  | Yes (1)        | Yes (1)      |  |  |  |
| Goodie Bags - Logo on activity worksheet included in bag                           | 1,500 bags   | Large Logo                                     | Medium Logo    | Small Logo   |  |  |  |
| <strong>Print</strong>   |  |  |                |              |  |  |  |
| Event Programs   | 1,500  | Large Logo                                     | Medium Logo    | None         |  |  |  |
| Promotional Flyers distributed to Santee School District (peach jar)               | 7,500  | Large Logo                                     | Medium Logo    | Small Logo   |  |  |  |
| News Release / Media Advisory  | All media outlets  | Varies depending on the media source           |                |              |  |  |  |
| Recreation Brochure  | 5,000 printed  | Generic special event promotion                |                |              |  |  |  |
| <strong>A La Cart Items</strong>   |  |  |                |              |  |  |  |
| Company logo on giveaway   | If interested in any of these please ask for pricing.<br>Keep in mind the cost of the product is included in the sponsorship amount. |  |                |              |  |  |  |

We are happy to build customized packages and will work to meet your marketing goals and budget

\*Benefits are not guaranteed & subject to availability / deadlines