



EVENT OVERVIEW

FIDO FEST



TOWN CENTER COMMUNITY PARK EAST

550 Park Center Drive, Santee, CA 92071



SATURDAY, FEBRUARY 28, 2026

11:00AM-3:00PM



2500+ ATTENDEES

Made of a diverse population of Santee and SD County community members, including people of all ages and those with disabilities. Attendees are specifically interested in dog-friendly activities, businesses, and services

EVENT SCOPE

An opportunity for dogs and dog lovers to have a tail-waggin' good time. Fur fun, shopping and adopting is the theme of the event. Dozens of dog adoption organizations will be on-site finding dogs their fur-ever home. Over 50 dog friendly vendors and business will provide up-to-date information on products and services.



SPECIFIC ACTIVITIES

- Agility & Training Demonstrations
- Off-Leash play area and Doggie Pool
- Dog Adoptions
- Discounted vaccinations & microchipping
- Vendor Booths
- Dog-friendly games
- Opportunity drawing
- Food



SPONSORSHIP LEVELS*

Top Dog - \$5,000

Big Dog - \$2,250

Dog Lover - \$800

Customized - Available upon request



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



CITY OF SANTEE

2026 FIDO FEST EVENT SPONSORSHIP TABLE

Sponsorship Levels (customizable options are available upon request)		Top Dog	Big Dog	Dog Lover			
Sponsorship Amounts		\$5,000	\$2,250	\$800			
Company recognition on the following:	Estimated Impressions	Items below are included in your sponsorship*:					
Banners							
(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			
(3'x5') at Mast Park & Woodglen Vista Park off-leash dog area	Hundreds daily	Large Logo	Medium Logo	None			
Online							
City of Santee website (company logo hyperlinked to company website)	~6,000 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			
E-Blast (City of Santee & Camp Bow Wow)	20,000+	Large Logo	Medium Logo	Small Logo			
Logo on SanteeTV during Recap Video	Airs 145+ time live	Large Logo	Medium Logo	Small Logo			
Social Media							
Facebook Posts - City of Santee Special Events	6.9k followers	Tag + Logo	Logo + Mention	Mention - Name Only			
Facebook Posts - City of Santee Official Page	10k followers	Tag + Logo	Logo + Mention	Mention - Name Only			
Instagram Posts - City of Santee	5.3k followers	Tag + Logo	Logo + Mention	Mention - Name Only			
Twitter Posts - City of Santee	2.9k followers	Tag + Logo	Logo + Mention	Mention - Name Only			
Onsite Elements							
10' x 10' exhibit space in high-traffic location	~2,500+ attendees	Yes	Yes	Yes			
Banner(s) displayed in prominent location (company provides - 3'x5')	~2,500 attendees	3	2	1			
Sponsor Thank You Signage (24"x36")	~2,500 attendees	Large Logo	Medium Logo	Small Logo			
Pawcasso dog art activity	~2,500 attendees	Large Logo	Medium Logo	Small Logo			
Reserved parking		Yes (1)	Yes (1)	Yes (1)			
Recognition in the welcome ceremony	~2,500 attendees	Yes	Yes	Yes			
Doggie cleanup dispensers	~2,500 attendees	Large Logo	Medium Logo	Small Logo			
Opportunity to address event participants onstage	~2,500 attendees	Yes	Yes	No			
Area naming rights (i.e. ___ Doggie Pool Zone, Off-Leash Play Yard)	~2,500 attendees	Yes	No	No			
Category exclusivity		Yes	No	No			
Print							
Promotional Flyers	2,500	Large Logo	Medium Logo	Small Logo			
Santee Magazine Promotional Ad	25,000	Large Logo	Medium Logo	Small Logo			
Santee Park Kiosks (Seasonal Information Display)	12 Kiosk Locations	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					
A La Cart Items							
Company logo on giveaway	If interested in any of these please ask for pricing. 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