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CITY OF SANTEE  
**SPONSORSHIP  
OPPORTUNITIES**

**BECKY LOWNDES  
SPECIAL EVENTS  
SUPERVISOR**



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619-258-4100 X219



[www.SanteeSpecialEvents.com](http://www.SanteeSpecialEvents.com)

**THANK YOU FOR HELPING US DO MORE ► DUE EAST**

# ABOUT SANTEE EVENTS



The City of Santee offers numerous signature events that attract community members of all ages. In addition to signature events, new events emerge annually and may target niche audiences.

## **200-10K EVENT ATTENDANCE**

## **93K IMPRESSIONS** and 9K engagements on social media posts in a month.

## **700 VIEWS** on the Special Events webpage, on average, in a month and more on individual event pages



# COMMUNITY

Santee is a thriving city of 60,000 in the San Diego metropolitan area of Southern California. Our local attractions generate over 1.1 million visitors annually.

## SANTEE'S POPULATION



### **60K PEOPLE**

30% of the population is under 25 years old. The median age is 40.  
(SANDAG 2024)



### **\$111K MEDIAN HOUSEHOLD INCOME**

The highest in East San Diego County. (SANDAG 2024)

## MARKET AREA



### **OVER 280K PEOPLE**

within a five-mile market area.



### **12M ANNUAL VISITS**

with an average of 30,000 daily visits at Santee Town Center power center and Santee Trolley Square.  
(Placer.ai)

**MORE INFORMATION:**  
[SANTEE COMMUNITY PROFILE](#) | [CITY STATISTICS](#)

[Video](#)

# EVENT CALENDAR

## JANUARY

### Trail Mixers

January 10 & 24



## FEBRUARY

### Fido Fest

February 28



## MARCH

### SANTEE'S BUNNY TRAIL

March 28



## SUMMER

### Movie In The Park

TBA



## JUNE

### Summer Concerts

June 11 - August 13



## JULY

### Santee Salutes

July 4



## FALL

### Brews & Bites

October 17



## NOVEMBER

### Holiday Lighting

November 20





# SPONSORSHIP BENEFITS

<b>BANNERS</b>			
6' X 10' Event Banners	Average of 40,000 cars pass daily		
	Logo Sizes: Large, Medium, Small		
<b>ONLINE</b>			
City of Santee Online Recreation Guide	1,000+ Daily Visits		
City of Santee Website	17K+ Monthly Visits		
SanteeTV (PEG Channel)	Live Airtime + Archive		
Outside Agency Websites	Varies		
<b>SOCIAL MEDIA</b>			
Facebook (Two Pages)	16k + Followers		
Instagram	4k + Followers		
X	3k + Followers		
<b>ON SITE ELEMENTS</b>			
Exhibition Space	Reserved Parking	Address the Audience	Area Naming Rights
Thank You Signage	Company Banner	Category Exclusivity	Recognition in Speech

Benefits listed above represent a sample of opportunities available.  
Benefit packages can be customized to meet your marketing budget and vision.

Contact Becky Lowndes to inquire about  
Annual Sponsorship Packages or Event-Specific Sponsorships.

# EVENT OVERVIEWS



**Trail Mixer & SanTree Day**  
January 10 & 24



[Trail Mixer](#)

[SanTree Day](#)



**Fido Fest**  
Fur Fun, Adopt & Shop  
February 28 | 11AM-3PM  
550 Park Center Dr., Santee



[Event](#)

[Video](#)

[Overview](#)



**Santee's Bunny Trail**  
March 28 | 10AM-1PM  
550 Park Center Dr., Santee



[Event](#)

[Video](#)

[Overview](#)



**Santee Summer Concerts**  
Thursdays, June 11-August 13  
6:30PM-8PM  
550 Park Center Dr., Santee



[Event](#)

[Video](#)

[Overview](#)

# EVENT OVERVIEWS



**Santee Salutes**  
 July 4 | 2PM-10PM  
 550 Park Center Dr., Santee



[Event](#)

[Video](#)

[Overview](#)



**Movies In The Park**  
 Summer  
 550 Park Center Dr., Santee



[Event](#)

[Video](#)

[Overview](#)



**Brews & Bites**  
 October 17 | 5:30PM-9:30PM  
 550 Park Center Dr., Santee



[Event](#)

[Video](#)

[Overview](#)



**Santee Holiday Lighting**  
 November 20 | 5:30PM-8:30PM  
 9884 Mission Gorge Rd., Santee



[Event](#)

[Video](#)

[Overview](#)

# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## DISC GOLF SIGNS

Have your business name and/or logo displayed at the tee of one of the 18 tee locations along the Mast Park Disc Golf Course. To inquire about sponsorship, please contact James Northum at [jnorthum@cityofsanteeca.gov](mailto:jnorthum@cityofsanteeca.gov) or (619) 258-4100 x120



### MAST PARK DISC GOLF COURSE

9125 Carlton Hills Boulevard, Santee, CA 92071



**~7,000 IMPRESSIONS ANNUALLY**



**\$300 FOR 2 YEARS, PER TEE**

## PICKLEBALL COURT BANNER PROGRAM

Have your business name, logo and phone number displayed on a 3ft x 5ft vertical banner along the south, upper fence area of the Big Rock Park Pickleball Courts.

Interested businesses must [apply online](#).

Sample banner 3'x5':



### BIG ROCK PARK PICKLEBALL COURTS

8125 Arlette Street, Santee, CA 92071



**\$600 PER 6 MONTH CYCLE**

[Apply For A Banner](#)