



EVENT OVERVIEW

BREWS & BITES FUNDRAISER



TOWN CENTER COMMUNITY PARK EAST

550 Park Center Drive, Santee, CA 92071



SATURDAY, OCTOBER 19, 2024

5:30PM-9:30PM



2000+ ATTENDEES

A diverse population of Santee and other San Diego County community members 21 years and older. Attendees interested specifically in supporting People, Parks and Places.

EVENT SCOPE

A fundraising event that provides an opportunity to experience San Diego's burgeoning food, beer, and wine scene in a highly social atmosphere. Funds raised will benefit the Santee Teen Center, park improvement projects, and the Voucher Incentive Program which provides financial assistance to qualifying Santee children, teens and seniors to take part in recreation programs.



SPECIFIC ACTIVITIES

- Live music
- Food
- Unlimited Beer, Wine & Spirit Tastings
- Giving Tree Fundraiser
- Opportunity drawing



SPONSORSHIP LEVELS*

Diamond - \$5,000 - **SOLD**

Platinum - \$3,000

Gold - \$1,000

Customized - Available upon request



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



CITY OF SANTEE BREWS & BITES FUNDRAISER SPONSORSHIP TABLE

Sponsorship Levels (customizable options are available upon request)		Diamond	Platinum	Gold
Sponsorship Amounts		SOLD \$5,000	\$3,000	\$1,000
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	Small Logo
(6'x10') at Magnolia St. & Prospect Ave.	42,200 cars daily	Large Logo	Medium Logo	Small Logo
(6'x10') at River Park Dr. & Cuyamaca Rd	30,000 cars daily	Large Logo	Medium Logo	Small Logo
Online				
City of Santee website (company logo hyperlinked to company website)	885 visits daily	Large Logo	Medium Logo	Small Logo
Outside agency websites (on average the event is promoted by at least 40 websites)	Varies	Yes	Yes	Yes
City of Santee online recreation guide	885 visits daily	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	6.1k followers	Tag + Logo	Logo + Mention	Mention
Facebook Posts - City of Santee Official Page	9.2k followers	Tag + Logo	Logo + Mention	No
Instagram Posts - City of Santee	3.6k followers	Tag + Logo	Logo + Mention	Mention
Twitter Posts - City of Santee	2.9k followers	Tag + Logo	Logo + Mention	Mention
Onsite Elements				
10' x 10' exhibit space (no sales permitted)	~2,000+ attendees	Yes	Yes	Yes
6' x 10' Stage Banner	~2,000+ attendees	Large Logo	Medium Logo	Small Logo
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)
Complimentary tickets to the festival fundraiser		8	6	4
Reserved seating or belly bar at the festival fundraiser		1 Table : 8 seats	2 Belly Bars	1 Belly Bar
Recognition in the welcome ceremony	~2,000+ attendees	Yes	Yes	No
Opportunity to address event participants onstage	~2,000+ attendees	Yes	No	No
Category exclusivity		Yes	No	No
Print				
Promotional Flyer	2,500	Large Logo	Medium Logo	Small Logo
Logo on crafts sheet at event	~500 attendees	Yes	Medium Logo	Name
Santee Park Kiosks	12 Kiosk Locations	Large Logo	Medium Logo	No
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 the sampling cups	2,000	Contact us for more information!		

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