

Santee COMMUNITY CELEBRATION

EVENT OVERVIEW

COMMUNITY CELEBRATION



SANTEE HISTORICAL SOCIETY

9200 Magnolia Avenue, Santee, CA 92071



SATURDAY, APRIL 13, 2024

11:00AM-2:00PM



500+ ATTENDEES

Diverse community members with multicultural backgrounds that enjoy celebrating diversity and inclusion in our community. Participants of all ages who enjoy history, culture, cuisine, and building community.

EVENT SCOPE

A chance to dive deep into the history of Santee, discovering how this City started as farmland and transformed into a diverse city sprawling with arts and entertainment. Guests can engage with their fellow community members to share their similarities and celebrate their differences.

SPECIFIC ACTIVITIES

- Multicultural performances
- Interactive activities & booths
- Young future business owners
- Food vendors
- Antique tractor show
- A glance into Santee's past and future

SPONSORSHIP LEVELS*

- Gold - \$3,000
- Silver - \$1,500
- Bronze - \$500
- Customized - Available upon request

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



CITY OF SANTEE COMMUNITY CELEBRATION SPONSORSHIP TABLE

Sponsorship Levels (customizable options are available upon request)		Gold	Silver	Bronze
Sponsorship Amounts		\$3,000	\$1,500	\$500
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
Online				
City of Santee online recreation guide	885 visits daily	Large Logo	Medium Logo	Small Logo
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
E-Blast	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	6.1k followers	Tag + Logo	Logo + Mention	Mention
Facebook Posts - City of Santee Official Page	9.2k followers	Tag + Logo	Logo + Mention	None
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)	~500+ attendees	Yes	Yes	Yes
Banner(s) displayed in prominent location (company provides - 3'x5')	~500+ attendees	3	2	1
Sponsor Thank You Signage (24"x36")	~500+ attendees	Large Logo	Medium Logo	Small Logo
Reserved parking		Yes (1)	Yes (1)	Yes (1)
Category exclusivity		Yes		
Print				
Promotional Flyers	2,500	Large Logo	Medium Logo	None
Santee Magazine Promotional Ad	25,000	Large Logo	Medium Logo	Small Logo
Santee Park Kiosks	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