



EVENT OVERVIEW SUMMER CONCERTS



TOWN CENTER COMMUNITY PARK EAST

550 Park Center Drive, Santee, CA 92071



**THURSDAYS, JUN 13 - AUG 15 (EXCEPT JULY 4)
6:30PM-8:00PM**



3000+ ATTENDEES PER CONCERT

A diverse population of Santee and other San Diego County community members, including adults, children of all ages, and senior citizens. Attendees specifically interested in music, culture and networking with local community members.

EVENT SCOPE

An opportunity for individuals and families to experience live musical entertainment. As a free community event, the Santee Summer Concerts are a great way to build community spirit and experience one of Santee's premier parks.

PERFORMERS

- Cassie B - June 13
- UPSTREAM - June 20
- Journeymen - June 27
- The Sea Monks - July 11
- BETAMAXX - July 18
- Fortunate Son - **Wingstock** - July 25
- Full Strength - August 1
- Patrick Howard Trampus Band - August 8
- Jimmy's Buffet - August 15

SPONSORSHIP LEVELS*

- Gold - \$10,000
- Silver - \$5,000
- Bronze - \$2,500
- Customized - Available upon request



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





CITY OF SANTEE SUMMER CONCERTS SPONSORSHIP TABLE



Sponsorship Levels (customizable options are available upon request)		Gold	Silver	Bronze
Sponsorship Amounts		\$10,000	\$5,000	\$2,500
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	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	Mention
Facebook Posts - City of Santee Official Page	9.2k followers	Tag	Logo	Mention
Instagram Posts - City of Santee	3.6k followers	Tag	Logo	Mention
Twitter Posts - City of Santee	2.9k followers	Tag	Logo	Mention
Onsite Elements				
10' x 10' exhibit space (no sales permitted)	~3,000+ attendees	9 Concerts	6 Concerts	3 Concerts
Banner(s) displayed in prominent location (company provides - 3'x5')	~3,000 attendees	9 Concerts	6 Concerts	3 Concerts
Sponsor Thank You Signage (24"x36")	~3,000 attendees	Large Logo	Medium Logo	Small Logo
Reserved parking		Yes (1)	Yes (1)	Yes (1)
Opportunity to address event participants onstage	~3,000 attendees	9 Concerts	6 Concerts	3 Concerts
Recognition in the welcome ceremony	~3,000 attendees	9 Concerts	6 Concerts	3 Concerts
Company presents ... Santee Summer Concerts		Yes	No	No
Category exclusivity		Yes	No	No
Print				
Concert Series Lineup Card/Magnet	5,000	Large Logo	Medium Logo	Small Logo
Promotional Ad on the back of the lineup card (Company designs)	5,000	Yes	No	No
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 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