

# CITY OF SAN DIMAS PARKS & RECREATION

## SPECIAL EVENTS



## 2024 SPONSOR DECK

ENRICHING LIVES

CONNECTING COMMUNITY

HEALTHY LIVING





## CONTACT US

### PARKS & RECREATION

(909) 394-6230  
[sandimasca.gov/SDPR](http://sandimasca.gov/SDPR)

245 E. Bonita Ave  
San Dimas, CA 91773

### SPECIAL EVENT SPECIALIST

*Adriane Mora*  
(909) 394-6269  
[amora@sandimasca.gov](mailto:amora@sandimasca.gov)

### RECREATION COORDINATOR

*Kathleen Boneman*  
(909) 394-6236  
[kboneman@sandimasca.gov](mailto:kboneman@sandimasca.gov)

### RECREATION SUPERVISOR

*Dominique Borba*  
(909) 394-6231  
[dborba@sandimasca.gov](mailto:dborba@sandimasca.gov)

# WELCOME

**We look forward to our partnership**

Welcome to the San Dimas

The San Dimas Parks and Recreation Department strives to Create Community through People, Parks and Programs!

The Parks and Recreation Department is responsible for the care and maintenance of all city parks, trees, and facilities, as well as for the planning and supervision of a wide variety of recreation programs, activities, and community events.



# Sponsorship Benefits

## DEPENDING ON THE SPONSOR LEVEL, YOU WILL...

**\*HAVE A BANNER WITH YOUR INFORMATION AND LOGO POSTED DURING THE EVENT IDENTIFYING YOU AS A SPONSOR**

**\*HAVE A TABLE AT EVENT FOR YOU TO DISPLAY LITERATURE OR PROMOTIONAL MATERIALS DURING EVENT**

**\*HAVE A LOGO POSTED ON ALL PUBLICITY**

**\*BE ADVERTISED ON THE EVENT FLYERS AND PUBLICATIONS DISTRIBUTED THROUGHOUT THE COMMUNITY**

# Join us for EASTER EGG HUNT

March 2024

## PLATINUM SPONSOR

\$2,000+

### (DEADLINE JANUARY 31)

- Sponsor acknowledged in a listing of all sponsors, in press releases, and in introductory remarks by City leadership at the Egg Hunt.
- Sponsors logo or name displayed in the Egg Hunt section of the City Website.
- Individual Post of Sponsorship on City Owned Socials.
- Company Logos represented on the Golden and Glitter Egg Prizes.
- Featured on all Social Media postings regarding the Egg Hunt.
- Prominent Sponsor table display.

## GOLD SPONSOR

\$1,000+

- Sponsor acknowledged in a listing of all sponsors, in press releases, and in introductory remarks by City leadership at the Egg Hunt.
- Sponsors logo or name displayed in the Egg Hunt section of the City Website.
- Featured on all Social Media postings regarding the Egg Hunt.
- Sponsor table display.

## SILVER SPONSOR

\$500

- Sponsor acknowledged in all listings of all sponsors.
- Featured on all Social Media postings regarding the Egg Hunt.



# CARS & COFFEE

**8 AM TO 10AM**

**Saturdays: 4/20, 5/18, 6/15, 7/20, 8/17**

**PLATINUM SPONSOR**

**\$3,500+**

## Corporate Visibility & Recognition

- Sponsor acknowledged in all listings of all sponsors.
- Sponsor logo listed on all marketing collateral including flyers, advertisements and social media.
- Sponsor logo displayed throughout each date of the series.
- Sponsor table display at each event
- VIP Parking for up to 3 vehicles.
- Sponsor logo on official banner. Advertised from April -August.

**GOLD SPONSOR**

**\$1,500+**

## Corporate Visibility & Recognition

- Sponsor acknowledged in all listings of all sponsors.
- Sponsor logo or name listed on City website and social media.
- Sponsor logo displayed throughout each date of the series.
- Sponsor table display at each event
- VIP Parking for one vehicle.

**SILVER SPONSOR**

**\$1,000+**

## Corporate Visibility & Recognition

- Sponsor's logo or name displayed in Cars & Coffee section on City's website.
- Sponsor's logo or name displayed throughout the event.
- Sponsor's acknowledged in all listings of all sponsors.
- Sponsor table display.

**1 MONTH SPONSOR**

**\$500+**

## Corporate Visibility & Recognition

- Sponsor acknowledged in all listings of all sponsors.
- Sponsor logo or name displayed throughout the event.

## ***In-Kind Donations***

Major donors of goods and services will be recognized as sponsors at the appropriate level based on the value of the donation. In-kind sponsors needed for: food and beverage products and products for a raffle giveaway.



CITY OF SAN DIMAS

# City Birthday

Saturday, August 3, 2024

CIVIC CENTER PARK  
245 E. BONITA AVE



# 64

Estimated Attendance: 2,000

## PLATINUM SPONSOR

\$2,000+

(Deadline July 1st)

- Sponsor logo listed on all marketing collateral including flyers, advertisements and social media.
- Sponsor logo displayed throughout the event.
- Sponsor recognized for generous support by City of San Dimas dignitaries and event emcee.
- Sponsor table display.
- VIP entry during Birthday Celebration Performances

## GOLD SPONSOR

\$1,000+

- Sponsor acknowledged in all listings of all sponsors.
- Sponsor logo or name listed on City website and social media.
- Sponsor logo displayed throughout the event.
- Sponsor table display.

## SILVER SPONSOR

\$500+

- Sponsor's logo or name displayed in Birthday Celebration section on City's website.
- Sponsor's logo or name displayed throughout the event.
- Sponsor's acknowledged in all listings of all sponsors.

## In-Kind Donations



Major donors of goods and services will be recognized as sponsors at the appropriate level based on the value of the donation. In-kind sponsors needed for: food and beverage products and products for a raffle giveaway.

# Halloween Spooktacular

FEATURING RUNNIN' SCARED 5K & 1 MILE FUN RUN  
SATURDAY, SEPTEMBER 28 & OCTOBER 19



## PLATINUM SPONSOR

\$3,500+

- SPONSOR LOGO AND NAME DISPLAYED PROMINENTLY ON STREET BANNERS INDICATING PLATINUM SPONSOR OF THE EVENT. ([DEADLINE JULY 24](#).)
- SPONSOR LOGO OR NAME DISPLAYED AT THE TOP OF THE SPONSOR LISTING ON BACK OF RACE T-SHIRTS. ([DEADLINE JULY 24](#).)
- Sponsor acknowledged in a listing of all sponsors, in press releases, and in introductory remarks by City leadership at the Race.
- Sponsors banner (if provided by Sponsor) displayed at the Race (3 ft. by 8 ft. max).
- Sponsors logo or name displayed in the Race section of the City's website.
- Sponsor representative will be introduced and recognized during the Race awards.
- Sponsor will receive 12 complimentary T-Shirts and race entries.
- Sponsor table display.

## GOLD SPONSOR

\$2,000+

- SPONSORS LOGO OR NAME DISPLAYED ON BACK OF RACE T-SHIRTS. ([DEADLINE JULY 24](#).)
- Sponsor acknowledged in all listings of all sponsors.
- Sponsors logo or name displayed in the Race section of the City's website.
- Sponsor representative will be introduced and recognized during the Race awards.
- Sponsor will receive 5 complimentary T-Shirts and race entries.
- Sponsor table display.

## SILVER SPONSOR

\$500+

- SPONSORS LOGO OR NAME DISPLAYED ON BACK OF RACE T-SHIRTS. ([DEADLINE JULY 24](#).)
- Sponsors logo or name displayed in the Race section of the City's website.
- Sponsor acknowledged in all listings of all sponsors.
- Sponsor will receive 3 complimentary T-Shirt and race entries.
- Sponsor table display.



# “LET IT SNOW” HOLIDAY EXTRAVAGANZA

Saturday, December 7, 2024

Estimated Attendance: 5,000

## \$25,000+ Platinum Sponsor

### Corporate Visibility & Recognition

- Includes all of the Presenting Sponsor benefits

### Entertainment & Hospitality

- VIP Entry during Tree Lighting Ceremony/Main Stage Performances
- Complimentary Fun Zone Activity wristbands for up to 25 guests.

### Grinch-Ville

- Access to VIP Lounge in Grinch-Ville
- Up to 50 drink tickets
- Up to 25 meal tickets
- Dedicated time with Santa, Mrs. Claus, Grinch
- Company will conclude the "Let It Snow" Parade

## \$10,000 Presenting Sponsor

### Corporate Visibility & Recognition

- Company logo listed on all marketing collateral including flyers, sponsor banners, company logo displayed on event shirts, advertisements, and social media.
- Company logo displayed in the Fun Zone Activity Area throughout the event.
- Company recognized for generous support by City of San Dimas dignitaries and event emcee.
- Company to receive two (2) 30 second advertisement on Holiday Extravaganza Main Stage.
- Company to be recognized at City Council meeting for generous contributions and support of the City of San Dimas.

### Entertainment & Hospitality

- VIP Entry during Tree Lighting Ceremony/Main Stage Performances Only
- Complimentary Fun Zone Activity Wristbands for up to 20 guests.

## \$7,500 Title Sponsor

### Corporate Visibility & Recognition

- Company logo listed on all marketing collateral including flyers, advertisements, and social media.
- Company logo displayed in the Fun Zone Activity Area throughout the event.
- Company recognized for generous support by City of San Dimas dignitaries and event emcee.
- Company to receive one (1) 30 second advertisement on Holiday Extravaganza Main Stage.
- Company to be recognized at City Council meeting for generous contributions and support of the City of San Dimas.

### Entertainment & Hospitality

- VIP Entry during Tree Lighting Ceremony/Main Stage Performances Only
- Complimentary Fun Zone Activity Wristbands for up to 15 guests.



## \$5,000 Land Sponsor

### **Corporate Visibility & Recognition**

- Company logo listed on all marketing collateral including flyers, advertisements, and social media.
- Company logo displayed in the Fun Zone Activity Area throughout the event.
- Company recognized for generous support by City of San Dimas dignitaries and event emcee.
- Company to be recognized at City Council meeting for generous contributions and support of the City of San Dimas.

### **Entertainment & Hospitality**

- VIP Entry during Tree Lighting Ceremony
- Complimentary Fun Zone Activity Wristbands for up to 10 guests.

## \$2,500 Supporting Sponsor

### **Corporate Visibility & Recognition**

- Company logo listed on all marketing collateral including flyers, advertisements, and social media.
- Company logo displayed in Winter Wonderland area throughout the event.
- Company recognized for generous support by City of San Dimas dignitaries and event emcee.
- Company to be recognized at City Council meeting for generous contributions and support of the City of San Dimas.
- Stand Signage throughout the event.

### **Entertainment & Hospitality**

- Complimentary Fun Zone Activity Wristbands for up to 5 guests.

## In-Kind Donations

Donors of goods and services will be recognized as sponsors at the appropriate level based on the value of the donation. In-kind sponsors needed for: Entertainment, Product Giveaways, Printing & Advertisement, Race bags, Products for raffle prizes.

*The City of San Dimas is offering you a dynamic marketing opportunity to be a part of our 2024 Holiday Extravaganza. This popular program provides many businesses vast exposure with San Dimas residents and surrounding communities.*

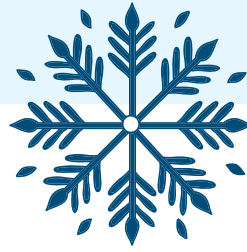
*Your agency has the opportunity to be branded throughout the community through various marketing outlets including printed publications, cable TV, social media, and during events. We encourage you to review our sponsorship tiers to determine your desired level of involvement.*

*All payments are made to the City of San Dimas, a governmental unit 170(c)(3) organization providing tax benefits to our partners. Exciting opportunities and plans are already underway for the 2024 special event calendar and we are eager to start partnering with you. If you are interested in taking advantage of this unique opportunity, please contact us directly.*

# HOLIDAY EXTRAVAGANZA

## "Let It Snow" Parade

The "Let It Snow Parade" kicks off the whole event with an expected attendance of at least 3,000 patrons. Attraction includes local community groups, Sheriff Department, Fire Department, High School Band, City Council, and Santa!



## Elf Village



Elf Village is a center for children that includes games, activities, and bouncers. Children will have a chance to win prizes and have fun!

## Grinch-Ville



Grinch-Ville includes food trucks, a beer garden and bouncer for the kids and the Grinch! As attendees visit the area to grab food and drinks, the Grinch will be walking around taking photos and interacting with the community.



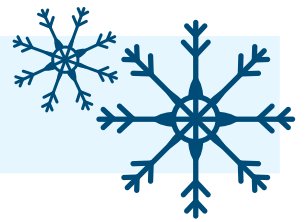
# North Pole



North Pole has upgraded to an immersive area located at the historic San Dimas Walker House. Before the parade, Mrs. Claus will make a craft with the kids and take selfies. After the parade, the lands open to the public with three lane slides, train rides, snow slides, and photos of with Santa!

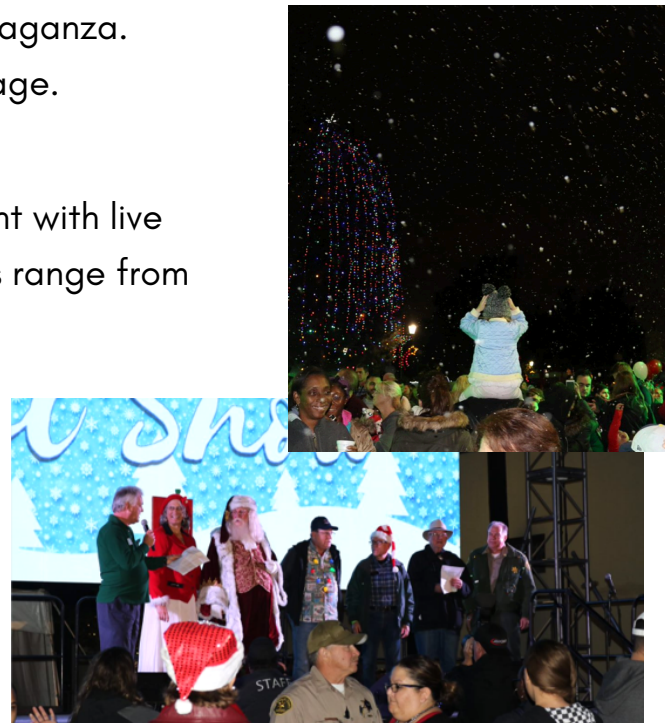


# Winter Wonderland



Winter Wonderland is the center of Holiday Extravaganza. The land consists of vendor booths & the Main Stage.

The Main Stage will be active throughout the event with live performances and announcements. Performances range from musicians to local dance groups and band ensembles. The Tree Lighting ceremony begins at 6 pm when Santa assists our City Council to light our Downtown tree. Tree Lighting will feature a special surprise of snow falling from the sky throughout downtown.







## CONTACT US

### PARKS & RECREATION

(909) 394-6230  
[Cityofsandimas.gov](http://Cityofsandimas.gov)

245 E. Bonita Ave  
San Dimas, CA 91773

### SPECIAL EVENT SPECIALIST

*Adriane Mora*  
(909) 394-6269  
[amora@sandimasca.gov](mailto:amora@sandimasca.gov)

### RECREATION COORDINATOR

*Kathleen Boneman*  
(909) 394-6236  
[kboneman@sandimasca.gov](mailto:kboneman@sandimasca.gov)

### RECREATION SUPERVISOR

*Dominique Borba*  
(909) 394-6231  
[dborba@sandimasca.gov](mailto:dborba@sandimasca.gov)

# THANK YOU

## We look forward to our partnership

Thank you for your consideration in supporting the San Dimas Parks & Recreation and our community members.

