

CITY OF SAN DIMAS PARKS & RECREATION

SPECIAL EVENTS



2026 SPONSOR DECK

ENRICHING LIVES

CONNECTING COMMUNITY

HEALTHY LIVING





CONTACT US

RECREATION COORDINATOR

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WELCOME

We look forward to our partnership

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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.



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CARS & COFFEE

JUNE-AUGUST
Every third Saturday:
6/20, 7/18, 8/15

RUNNIN' SCARED

SEPTEMBER 26TH

HALLOWEEN SPOOKTACULAR

OCTOBER 24TH

HOLIDAY EXTRAVAGANZA

DECEMBER 5TH



EASTER EGG HUNT



Saturday, March 28th

	PLATINUM \$2,000+	GOLD \$1,000	SILVER \$500
Sponsor acknowledged in a listing of all sponsors, in press releases, and in introductory remarks by City leadership at the Egg Hunt. (Deadline March 6th)	X	X	X
Featured on all Social Media postings regarding the Egg Hunt.	X	X	X
Sponsor's logo or name displayed in the Egg Hunt section of the City Website.	X	X	
Prominent Sponsor table display. (Table and two chairs provided)	X	X	
Individual Post of Sponsorship on City-Owned Socials.	X		
Company Logos are represented on the Golden and Glitter Egg Prizes.	X		

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.



CARS & COFFEE

8 AM TO 10 AM Saturdays: 6/20, 7/18, 8/15

	PLATINUM \$3,000+	GOLD \$1,000	1 MONTH \$500
Sponsor logo displayed throughout each date of the series.	All 3 Dates	All 3 Dates	1 Date of Choice
Table Display (1 Table & 2 Chairs Provided)	All 3 Dates	All 3 Dates	1 Date of Choice
Sponsor logo listed on all marketing collateral, including flyers, advertisements, and social media.	X	X	1 Post
Sponsor acknowledged in all listings of all sponsors.	X	X	
VIP Parking (Up to 3 Spots)	X		
Sponsor logo on official banner. Advertised from June to August. (Deadline March 20th)	X		

In-Kind Donations

Major donors of goods and services will be recognized as sponsors at the appropriate level based on the value of their donations. We are seeking in-kind sponsors for baked goods, coffee, and products for a raffle giveaway.





RUNNIN' SCARED 5K & 1 MILE FUN RUN

SATURDAY, SEPTEMBER 26



	PLATINUM \$3,000+	GOLD \$1,500	SILVER \$750
Sponsor logo or name displayed at the top of the sponsor listing on back of Race T-Shirts. (Deadline August 18)	X	X	X
Sponsor acknowledged in a listing of all sponsors, in press releases, and in introductory remarks by City leadership at the Race.	X	X	X
Sponsors logo or name displayed in the Race section of the City's website.	X	X	X
Sponsor will receive complimentary T-Shirts and race entries.	15 Shirts	10 Shirts	5 Shirts
Table Display (1 Table & 2 Chairs Provided)	X	X	
Sponsor representative will be introduced and recognized during the Race awards.	X	X	
Logo presented on Awards (Deadline has passed)	X		



In-Kind Donations

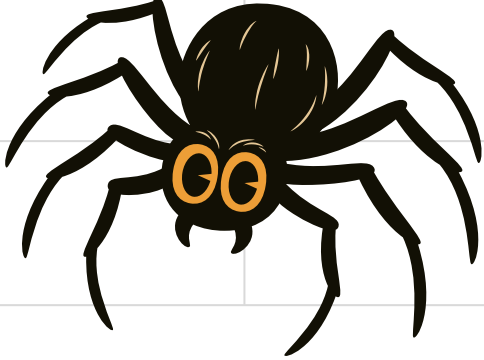
Major donors of goods and services will be recognized as sponsors at the appropriate level based on the value of their contributions. We are specifically seeking in-kind sponsorships for food items, such as bananas, oranges, and water. Additionally, we welcome donations of Halloween supplies (pending approval) and raffle items. Thank you for your support!



HALLOWEEN SPOOKTACULAR

SATURDAY, OCTOBER 24



	PLATINUM \$3,000+	GOLD \$1,500	SILVER \$500
Sponsor acknowledged in a listing of all sponsors, in press releases, website, and in introductory remarks by City leadership at the event.	X	X	X
Sponsor representative will be introduced and recognized on Stage during the Costume Contest.	X	X	X
Trunk or Treat Front of the Line Passes	20 Passes	10 Passes	5 Passes
VIP Trunk or Treat Location	2 Spaces *Candy Provided	1 Space *Candy Provided	1 Space
Table Display (1 Table & 2 Chairs Provided)	X	X	
Stage Sponsor & featured on Costume Contest Trophies (Deadline: September 11th)	X		
Company to be recognized at City Council meeting for generous contributions and support of the City of San Dimas with commemorative plaque.	X		
Featured on Tote Bags given to all attendees (Deadline: September 2nd)	X		

In-Kind Donations

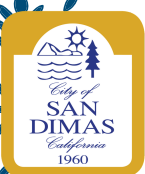
Major donors of goods and services will be recognized as sponsors at the appropriate level based on the value of their contributions. We are specifically seeking in-kind sponsorships for candy. Additionally, we welcome donations of Halloween supplies (pending approval) and raffle items. Thank you for your support!

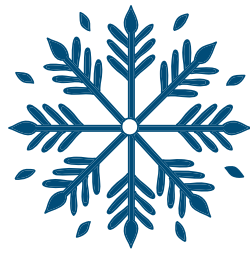
“LET IT SNOW” HOLIDAY EXTRAVAGANZA

SATURDAY, DECEMBER 5

ESTIMATED ATTENDANCE: 5,000

	PLATINUM \$10,000+	GOLD \$7,500	LAND \$3,000	SUPPORTING \$1,500
Sponsor acknowledged in a listing of all sponsors, in press releases, website, social media, and on print media. (Print Media Deadline: 10/ 14)	X	X	X	X
Company advertisements on the main stage screen.	15-30 sec. Advertisement Continuous	15-30 sec. Advertisement twice an hour	Logo featured on main stage screen	Logo featured on main stage screen
Company Logo Displayed on Signage	Throughout Event	Throughout Event	Sponsored Land	1 Main Attraction
Company Recognized at City Council meeting for generous contributions and support of the City of San Dimas.	Receive Plaque	X	X	X
Company recognized for generous support by City of San Dimas dignitaries and event emcee.	X	X	X	
Table Display (1 Table & 2 Chairs Provided)	Prime Location	Prime Location	Booth in Sponsored Land	
Logo printed on all Attraction Wristbands (Deadline: 10/14)	X	X		
Attraction Wristbands	20	15		
Drink Tickets	20	10		





PLATINUM EXCLUSIVE PERKS

- 1-2 staff assistance throughout event attendance
- Access to VIP Lounge Area located behind main stage with restrooms
- Dedicated time with Santa, Mrs. Claus, & Grinch
- Company concludes “Let It Snow” Parade.
- 1 designated vehicle for 1 - 2 people with signage



IN-KIND DONATIONS

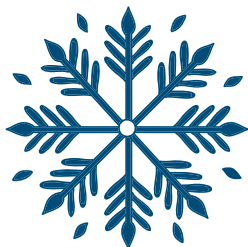
Donors of goods and services will be recognized as sponsors at the appropriate level based on the value of the donation. In-kind sponsors needed for: Entertainment, Product Giveaways, Printing & Advertisement, & Products for raffle prizes.

The City of San Dimas is offering you a dynamic marketing opportunity to be a part of our 2026 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 2026 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 5,000 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, and activities all sponsored by our local Non-Profits!

Grinch-Ville



Grinch-Ville includes food vendors, a beer garden and a huge three lane slide and the Grinch! As attendees visit the area to grab food and drinks, the Grinch will be taking photos and interacting with the community.

North Pole



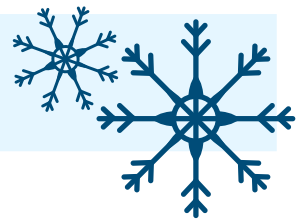
The North Pole is now an immersive experience at the historic San Dimas Walker House.

Before the parade, Mrs. Claus will do a craft with the kids and take selfies.

After the parade, the area opens to everyone with face painting, snow slides, sweet treats, and photos 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. You'll see everything from musicians to local dance groups and band ensembles.

The Tree Lighting Ceremony begins at 6 p.m., when Santa joins the City Council and other special guests to light the Downtown tree. This year's lighting will include a special surprise—snow falling throughout downtown!





2026 San Dimas Parks & Recreation Special Events Sponsorship Agreement



Sponsorship Request

Please list the events/opportunities you are interested in sponsoring from available dates listed above.

Agency Name: _____

Representative: _____ Title: _____

Email: _____ Phone: _____

Address: _____ Phone 2: _____

City: _____ Zip: _____

Signature: _____ Date: _____

EVENT DATE	\$ SPONSORSHIP AMOUNT	EVENT TITLE	Are you attending the event? Yes or No
Sponsorship Total =			

****CHECK PAYMENTS ARE PREFERRED. ADDRESS ALL CHECK TO "CITY OF SAN DIMAS"**



CONTACT US

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SPECIAL EVENT SPECIALIST

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THANK YOU

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



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