



EVENT OVERVIEW

DISCOVERY DAY



WALKER PRESERVE

9500 Magnolia Avenue, Santee, CA 92071



SATURDAY, JANUARY 27, 2024

10:00AM-1:00PM



300+ ATTENDEES

Multi-generational participation of nature enthusiasts, science lovers, animal advocates, and curious community members.

EVENT SCOPE

A day to celebrate the outdoors on Santee's peaceful and scenic walking trail. Guests can engage with numerous nature-based organizations and get immersed in the wild world around them. Participants of all ages will get a chance to interact with local agencies, non-profits, and community groups that are passionate about our wildlife and their habitats. Stop by each booth to collect stamps and to be entered into an opportunity drawing for fun prizes.

SPECIFIC ACTIVITIES

- Nature exploration booths with interactive components
- Opportunity drawing
- Rock wall
- Food vendor(s)
- Scenic trail along San Diego River

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 DISCOVERY DAY EVENT 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	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 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
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	Mention
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
Collaboration Videos				
Logo on Recap Video on Youtube	156 Subscribers	Large Logo	Medium Logo	Small Logo
Onsite Elements				
Event Co-Host		Yes	No	No
10' x 10' exhibit (no sales permitted)	~300 attendees	Yes	Yes	Yes
Banner(s) displayed in prominent location (company provides - 3'x5')	~300 attendees	3	2	1
Sponsor Thank You Signage (24"x36")	~300 attendees	Large Logo	Medium Logo	Small Logo
Logo on Activity Page	~300 attendees	Large Logo	Medium Logo	Small Logo
Reserved parking		Yes (1)	Yes (1)	Yes (1)
Category exclusivity		Yes	No	No
Print				
Promotional Flyers	2,500	Large Logo	Medium Logo	Small Logo
Santee Magazine Promotional Ad	25,000	Large Logo	Medium Logo	Small Logo
Chamber Bulletin	500	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		

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