



EVENT OVERVIEW

HOLIDAY LIGHTING



SANTEE TROLLEY SQUARE

9884 Mission Gorge Road, Santee, CA 92071



FRIDAY NOVEMBER 22, 2024

5:30PM-8:30PM



6000+ ATTENDEES

A diverse population of Santee and other San Diego County community members, including adults, children of all ages, and senior citizens.

EVENT SCOPE

An opportunity for individuals and families to get into the spirit of the holiday season. Featuring interactive activities and holiday-themed elements, the Holiday Lighting Celebration is a fantastic way to kick off the season at Santee's premier outdoor retail space.

SPECIFIC ACTIVITIES

- Live music
- Tree lighting ceremony
- Real snow sledding
- Holiday-themed crafts
- Photos with Santa Claus



SPONSORSHIP LEVELS*

Gold - \$7,000 - **SOLD**

Silver - \$3,000

Bronze - \$1,000

Customized - Available upon request

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





CITY OF SANTEE HOLIDAY LIGHTING SPONSORSHIP TABLE

Sponsorship Levels (customizable options are available upon request)		Gold	Silver	Bronze
Sponsorship Amounts		SOLD \$7,000	\$3,000	\$1,000
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	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
Onsite Elements				
10' x 10' exhibit space (no sales permitted)	~6,000+ attendees	Yes	Yes	Yes
Banner(s) displayed in prominent location (company provides - 3'x5')	~6,000+ attendees	3	2	1
Sponsor Thank You Signage (24"x36")	~6,000+ attendees	Large Logo	Medium Logo	Small Logo
Reserved parking		Yes (1)	Yes (1)	Yes (1)
Recognition in tree lighting ceremony	~6,000+ attendees	Yes	Yes	Yes
Opportunity to address event participants onstage	~6,000+ attendees	Yes	No	No
Reserved seating for the tree lighting ceremony		Yes	Yes	Yes
Area Naming Rights (i.e. _____ Elf's Workshop_	~6,000+ attendees	Yes	Yes	No
Company Presents ... Holiday Lighting Celebration	~6,000+ attendees	Yes	No	No
Category exclusivity		Yes	No	No
Print				
Promotional Flyer	2,500	Large Logo	Medium Logo	Small Logo
Santee Park Kiosks	12 Kiosk Locations	Large Logo	Medium Logo	Small Logo
Recreation Brochure	5,000 printed	Large Logo	Medium Logo	Small Logo
News Release / Media Advisory	All media outlets	Varies depending on the media source		
A La Cart Items				
Company Logo on the sampling cups	2,000	Contact us for more information!		

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