



EVENT OVERVIEW

BUNNY TRAIL



SANTEE TROLLEY SQUARE

9884 Mission Gorge Road, Santee, CA 92071



SATURDAY, MARCH 23, 2024
10:00AM-1:00PM



2500+ 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 families and children to celebrate the spring season, with free activities and entertainment. Santee's Bunny Trail is a great way to build community and create memories.

SPECIFIC ACTIVITIES

- Great Music
- Interactive fun
- Crafts and activities
- Bunny photos
- Bunny trail egg hunt
- Carnival rides
- Giveaways

SPONSORSHIP LEVELS*

- Golden Egg - \$3,000
- Silver Basket - \$1,800
- Bronze Bunny - \$800
- Customized - Available upon request

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





CITY OF SANTEE BUNNY TRAIL EVENT SPONSORSHIP TABLE

Sponsorship Levels (customizable options are available upon request)		Golden Egg	Silver Basket	Bronze Bunny
Sponsorship Amounts		\$3,000	\$1,800	\$800
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	None
(6'x10') at Magnolia St. & Prospect Ave.	42,200 cars daily	Large Logo	Medium Logo	None
(6'x10') at River Park Dr. & Cuyamaca Rd	30,000 cars daily	Large Logo	Medium Logo	None
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
Onsite Elements				
10' x 10' exhibit space (no sales permitted)	~2,000+ attendees	Yes	Yes	Yes
Banner(s) displayed in prominent location (company provides - 3'x5')	~2,000 attendees	3	2	1
Sponsor Thank You Signage (24"x36")	~2,000 attendees	Large Logo	Medium Logo	Small Logo
Reserved parking		Yes (1)	Yes (1)	Yes (1)
Goodie Bags - Logo on activity worksheet included in bag	1,500 bags	Large Logo	Medium Logo	Small Logo
Print				
Event Programs	1,500	Large Logo	Medium Logo	None
Promotional Flyers distributed to Santee School District (peach jar)	7,500	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		
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