

20
24

CITY OF SANTEE

SPONSORSHIP OPPORTUNITIES

BECKY LOWNDES
SPECIAL EVENTS
SUPERVISOR



619-258-4100 X219

www.SanteeSpecialEvents.com



ABOUT SANTEE EVENTS



The City of Santee offers 8 signature events that attract community members of all ages. In addition to signature events, new events emerge annually and may target niche audiences.



200-10K EVENT ATTENDANCE



70K IMPRESSIONS
and 1100 reach on event-related posts in a month.



1.2K PAGE VIEWS
On the Special Events webpage, on average, in a month



COMMUNITY

Santee is a thriving city of 60,000 in the San Diego metropolitan area of Southern California. Our local attractions generate over 1.1 million visitors annually.

SANTEE'S POPULATION



60K PEOPLE

And 1/3 of the population is <25 years old. The median age is 36.6. (SANDAG 2021)



\$102K MEDIAN HOUSEHOLD INCOME (2022)

The highest in East San Diego County. (SANDAG)

MORE INFORMATION:
[SANTEE COMMUNITY PROFILE](#) | [CITY STATISTICS](#)

MARKET AREA



OVER 280K PEOPLE

within a five-mile market area.



12M ANNUAL VISITS

with an average of 30,000 daily visits at Santee Town Center power center and Santee Trolley Square. (Placer.ai)



EVENT CALENDAR

JANUARY
Santee Discovery Day
January 27



FEBRUARY
Fido Fest
February 17



MARCH
Santee's Bunny Trail
March 23



APRIL
CommUNITY Celebration
April 13



MAY
Friday Nights Live
May 17 - June 7



JUNE
Summer Concerts
June 13 - August 15



JULY
Santee Salutes
July 4



SEPTEMBER
Movie In The Park
September 21



OCTOBER
Brews & Bites
October 19



NOVEMBER
Holiday Lighting
November 22



SPONSORSHIP BENEFITS



BANNERS

6' X 10' Event Banners

Average of 40,000 cars pass daily

Logo Sizes: Large, Medium, Small

ONLINE

City of Santee Online Recreation Guide

1,000+ Daily Visits

City of Santee Website

1,000+ Daily visits

SanteeTV (PEG Channel)

Live Airtime + Archive

Outside Agency Websites

Varies

SOCIAL MEDIA

Facebook (Two Pages)

9k + Followers

Instagram

3k + Followers

Twitter

3k + Followers

ON SITE ELEMENTS

Exhibition Space

Reserved Parking

Address the
Audience

Area Naming Rights

Thank You Signage

Company Banner

Category
Exclusivity

Recognition in
Speech

Benefits listed above represent a sample of opportunities available. Benefit packages can be customized to meet your marketing budget and vision.

Contact Becky Lowndes to inquire about
Annual Sponsorship Packages or Event-Specific Sponsorships.

EVENT OVERVIEWS



Santee Discovery Day
 January 27 | 10AM-1PM
 9500 Magnolia Ave., Santee



[Event](#)

[Video](#)



Fido Fest
 February 17 | 11AM-3PM
 550 Park Center Dr., Santee



[Event](#)

[Video](#)



Santee's Bunny Trail
 March 23 | 10AM-1PM
 9884 Mission Gorge Rd., Santee



[Event](#)

[Video](#)



Santee CommUNITY Celebration
 April 13 | 11AM-2PM
 9200 Magnolia Ave., Santee



[Event](#)

[Video](#)



Santee Summer Concerts
 Thursdays, June 13-August 15
 6:30PM-8PM
 550 Park Center Dr., Santee



[Event](#)

[Video](#)

EVENT OVERVIEWS



Santee Salutes
 July 4 | 2PM-10PM
 550 Park Center Dr., Santee



[Event](#)

[Video](#)



Movies In The Park
 September 21 | 4PM-9PM
 550 Park Center Dr., Santee



[Event](#)

[Video](#)



Brews & Bites
 October 19 | 5:30PM-9:30PM
 550 Park Center Dr., Santee



[Event](#)

[Video](#)



Santee Holiday Lighting
 November 22 | 5:30PM-8:30PM
 9884 Mission Gorge Rd., Santee



[Event](#)

[Video](#)



THANK YOU

FOR HELPING US DO MORE  DUE EAST



CONTACT US

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