



EVENT OVERVIEW

FIDO FEST



TOWN CENTER COMMUNITY PARK EAST

550 Park Center Drive, Santee, CA 92071



SATURDAY, FEBRUARY 17, 2024

11:00AM-3:00PM



2500+ ATTENDEES

Made of a diverse population of Santee and SD County community members, including people of all ages and those with disabilities. Attendees are specifically interested in dog-friendly activities, businesses, and services

EVENT SCOPE

An opportunity for dogs and dog lovers to have a tail-waggin' good time. Fur fun, shopping and adopting is the theme of the event. Dozens of dog adoption organizations will be on-site finding dogs their fur-ever home. Over 40 dog friendly vendors and business will provide up-to-date information on products and services.

SPECIFIC ACTIVITIES

- Agility & Training Demonstrations
- Off-Leash play area and Doggie Pool
- Dog Adoptions
- Discounted vaccinations & microchipping
- Vendor Booths
- Dog-friendly games
- Opportunity drawing
- Food

SPONSORSHIP

LEVELS*

Top Dog - \$5,000

Big Dog - \$2,250

Dog Lover - \$800

Customized - Available upon request

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





CITY OF SANTEE

FIDO FEST EVENT SPONSORSHIP TABLE

Sponsorship Levels (customizable options are available upon request)		Top Dog	Big Dog	Dog Lover
Sponsorship Amounts		\$5,000	\$2,250	\$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
(3'x5') at Mast Park & Woodglen Vista Park off-leash dog area	Hundreds 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
E-Blast (City of Santee & Camp Bow Wow)	20,000+	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	5.7k followers	Tag + Logo	Logo + Mention	Mention
Facebook Posts - City of Santee Official Page	8.6k followers	Tag + Logo	Logo + Mention	Mention
Instagram Posts - City of Santee	2.5k followers	Tag + Logo	Logo + Mention	Mention
Twitter Posts - City of Santee	2.6k followers	Tag + Logo	Logo + Mention	Mention
Onsite Elements				
10' x 10' exhibit space in high-traffic location	~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
Pawcasso dog art activity	~2,000 attendees	Large Logo	Medium Logo	Small Logo
Reserved parking		Yes	Yes	Yes
Recognition in the welcome ceremony	~2,000 attendees	Yes	Yes	Yes
Doggie cleanup dispensers	~2,000 attendees	Large Logo	Medium Logo	Small Logo
Opportunity to address event participants onstage	~2,000 attendees	Yes	Yes	No
Area naming rights (i.e. ___ Doggie Pool Zone, Off-Leash Play Yard)	~2,000 attendees	Yes	No	No
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
Santee Park Kiosks (Seasonal Information Display)	12 Kiosk Locations	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