

# 4<sup>TH</sup> OF JULY EVENT OVERVIEW

## Santee Salutes Santee Salutes



### TOWN CENTER COMMUNITY PARK EAST

550 Park Center Drive, Santee, CA 92071



**THURSDAY, JULY 4, 2024**

**2:00PM-10:00PM**



**7000+ ATTENDEES**

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

## EVENT SCOPE

An opportunity for individuals and families to celebrate our nation's birthday. As a free community event, Santee Salutes is a great way to build community spirit and experience East County's best fireworks show in one of Santee's premier parks.

## SPECIFIC ACTIVITIES

- Amusement rides
- Food vendors
- Live music
- Patriotic ceremony
- Fireworks display

## SPONSORSHIP LEVELS\*

Red - \$25,000 - **SOLD**

White - \$10,000

Blue - \$2,500

Customized - Available upon request

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





# CITY OF SANTEE SANTEE SALUTES SPONSORSHIP TABLE

Sponsorship Levels (customizable options are available upon request)		Red <b>SOLD</b>	White	Blue
Sponsorship Amounts		\$10,000	\$5,000	\$2,500
Company recognition on the following:	Estimated Impressions	Items below are included in your sponsorship*:		
<b>Banners</b>				
<b>SOLD</b>				
(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
<b>Online</b>				
Online Recreation Guide	885 visits daily	Large Logo	Medium Logo	Small log
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
<b>Social Media</b>				
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
<b>Onsite Elements</b>				
10' x 10' exhibit space (no sales permitted)	~12,000+ attendees	9 Concerts	6 Concerts	3 Concerts
Banner(s) displayed in prominent location (company provides - 3'x5')	~12,000 attendees	9 Concerts	6 Concerts	3 Concerts
Sponsor Thank You Signage (24"x36")	~12,000 attendees	Large Logo	Medium Logo	Small Logo
Reserved parking		Yes (1)	Yes (1)	Yes (1)
Recognition in the welcome ceremony	~12,000 attendees	Yes	Yes	Yes
Opportunity to address event participants onstage	~12,000 attendees	Yes	Yes	No
Company presents ... Santee Salutes	~12,000 attendees	Yes	No	No
Mention in the fireworks ceremony narration	~12,000 attendees	Yes	No	No
Category exclusivity		Yes	No	No
<b>Print</b>				
Promotional Flyers	5,000	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		
<b>A La Cart Items</b>				
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