MIDTOWN ASSOCIATION SPONSORSHIP OPPORTUNITIES

JANUARY 1, 2023 - DECEMBER 31, 2023

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MIDTOWN ASSOCIATION

MIDTOWN MINI FOLLOWED BY MIDTOWN LOVE SPONSORSHIP OPPORTUNITIES

September 14, 2023 | 6 - 9 pm
Faces Nightclub, 20th Street bt/ K & L Streets

Overview

Benefiting the return of Midtown's beloved Second Saturdays, the Midtown Mini followed by Midtown Love event is coming back bigger and better than ever in 2023! This year's event will be highlighted by a 35-hole miniature golf tournament followed by an evening post-golf celebration like no other that truly embodies the Midtown spirit! Enjoy tray passes "golf-etizers", a craft beer bar, and a Midtown Mini Farmers Marker Pop-up while you putt the night away. Then, join us for the Midtown Love celebration and indulge in dazzling entertainment featuring live mermaids, roaming entertainers, drag queens, and for the first time ever, a raw oyster and bubbly bar! Plus, an exclusive luxury raffle prize only available to sponsors!

Your contribution towards this one-of-a-kind event directly supports grants to small businesses, keeping the community clean and safe, restaurants and retail promotions, lighting projects, park infrastructure and healthy programming, and the return of Second Saturdays in 2023!

Event Metrics

27K+
Instagram Followers

13K+
Facebook Followers

4K+
Newsletter Recipients

1.5K+
Monthly Web Visitors

500
Average Event Attendees

Photos

MIDTOWN ASSOCIATION

MIDTOWN MINI, MIDTOWN LOVE SPONSORSHIP BENEFITS

	Presenting Sponsor $15,000 (1 Available)	Grand Sponsor $10,000 (2 Available)	Activity Sponsor $7,500 (7 Available)	Community Sponsor $3,500 (6 Available)	Luxury Raffle Sponsor $3,500 (1 Available)	Mini Activity Sponsor $2,500 (5 Available)	Golf Hole Sponsor $1,500 (35 Available)	19th Hole Sponsor $1,000 (10 Available)	Golf Foursome $750	In-Kind Sponsor
Digital & Promotional Benefits										
Website presence	✓	✓	✓	✓	✓	✓	✓	✓	✓	See in-kind details
Instagram mention	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Twitter mention	✓	✓	✓	✓	✓	✓	✓	✓		
Online event listings	✓	✓	✓	✓	✓	✓				
Newsletter mention	✓	✓	✓	✓						
Press release	✓	✓	✓	✓						
Event promotional items	✓	✓	✓	✓						
Facebook mention	✓	✓	✓	✓						
Media interview	✓									
10x10 booth opportunities at Midtown Farmers Market	12	6								
Post-event newsletter	✓	✓								
Event Benefits										
Event tickets	10	8	6	6	5	5	4	2		See in-kind details
Midtown Love Welcome Wall	✓	✓	✓	✓	✓	✓	✓			
Decorate golf hole	✓						✓			
Table at Midtown Mini	✓	✓	✓				✓			
10x10 Booth at Midtown Mini	✓	✓	✓							
One dedicated announcement	✓	✓	✓							
Activation signage	✓		✓		✓	✓				
Branded event signage	✓	✓								
Branded swag bag items	✓	✓								
Logo on step & repeat	✓	✓								
Main stage signage	✓	✓								

MIDTOWN ASSOCIATION

MIDTOWN MINI, MIDTOWN LOVE SPONSORSHIP DETAILS

Presenting Sponsor

The presenting sponsor is the main sponsor of the event and receives naming rights as well as all the event benefits, including; a preassembled golf hole at the event and the opportunity table at any of the Midtown Farmers Markets up to 12 times throughout the year. This sponsorship helps Midtown Association to support grants to small businesses, keep the community clean and safe, provide restaurant and retail promotions, continue lighting projects, and support park infrastructure and healthy programming.

Grand Sponsor

This sponsorship is the second-highest level, receiving almost all the event benefits except for a preassembled golf hole and naming rights. In addition, to all on-site event benefits, this level will receive the opportunity to table at any of the Midtown Farmers Markets up to 6 times throughout the year.

Activity Sponsorship

The activity sponsorships are intended to cover the cost of activities at the event and consists of the following options:

- Cocktail Sponsor: Sponsoring the signature cocktail/spirits menu of the event
- Oyster Bar Sponsor: Sponsor of our raw oyster and bubbly bar at the Midtown Love portion of the event
- Photo Booth Sponsor: Sponsoring the photo booth placed at the Midtown Love portion of the event
- Live Art Sponsor: Sponsoring a live art demonstration by a selected local artist with the opportunity to take home the finished art piece
- Pool Activity Sponsor: Sponsoring pool entertainment activities such as mermaids
- Live Music Sponsor: Sponsoring the live music performed during the Midtown Mini portion of the event
- Parking Sponsor: Sponsoring the event parking garage which provides free spaces to event attendees during the event

Community Sponsorship

This sponsorship helps to support local community initiatives and partnerships, to keep the Midtown Mini and Midtown Love as thriving community events.

Luxury Raffle Sponsorship

This sponsorship helps to support local community initiatives and partnerships, to keep the Midtown Mini and Midtown Love as thriving community events.

MIDTOWN MINI, MIDTOWN LOVE SPONSORSHIP DETAILS

Mini Activity Sponsorship

The activity sponsorships are intended to cover the cost of activities at the event and consists of the following options:

- Golf Ball Sponsor: Branded golf ball at Midtown Mini
- Micro Activity Sponsor: Sponsor of our roaming entertainment for the evening
- Puppy Pop-Up Sponsor: Sponsor of therapy dogs or adoptable pups at the Midtown Mini
- Relaxation Tent Sponsor: Sponsor of massage therapy at Midtown Mini
- Hydration Station Sponsor: Sponsors of hydration options at Midtown Mini

Community Sponsorship

This sponsorship helps to support local community initiatives and partnerships to keep the Midtown Mini and Midtown Love as thriving community events.

Golf Hole Sponsorship

This sponsorship includes your very own mini-golf hole at the Midtown Mini. The hole is constructed and set up for you with golf balls and putters provided. You have the opportunity to decorate your golf hole to represent your business.

19th Hole Sponsorship

This sponsorship is an excellent opportunity to showcase some of the best cuisines Midtown has to offer! Sponsorship benefits include a pair of tickets to the event, logo recognition on our website, social media mentions, and a designated serving/showcase area at the Midtown Love event.

Golf Foursome Sponsorship

This sponsorship includes four tickets to both the Midtown Mini and Midtown Love portions of the event.

In-Kind Sponsorship

This sponsorship can consist of the donation of goods such as food, gift cards, raffle items, etc. in exchange for sponsorship benefits. The sponsorship benefits depend on the value of your donated goods. For example, if your restaurant donates $1,500 worth of food, you would receive the same benefits that the Golf Hole sponsors receive at the $1,500 level.

MIDTOWN FARMERS MARKET SPONSORSHIP OPPORTUNITIES

Year-round | Saturdays
Winter: 9 am - 1 pm
Summer: 8 am - 1 pm
1050 20th Street (5 blocks)

Overview

Owned and operated by the Midtown Association, this free, family-friendly market takes place year-round and showcases local agriculture, prepared foods, artisans, crafters, and features special events and promotions throughout the year.

Anchored in the heart of Midtown on 20th street between J and Capitol and also along K street between 19th and 21st streets, the market serves as a lively gathering place where Sacramentans can shop and enjoy the community. The market hosts over 160 vendors weekly!

Market Metrics

40.9K
Instagram Followers

13.2K+
Facebook Followers

#1
Most visited webpage on exploremidtown.org

50
Markets per year

1.5K
Average Weekly Visitors

160+
Weekly Vendors

Photos

MIDTOWN ASSOCIATION

MIDTOWN FARMERS MARKET SPONSORSHIP BENEFITS

	Title Sponsor $15,000 (1 Available)	Live Music Sponsor $8,000 (2 Available)	Adopt-A-Block Sponsor $7,500 (4 Available)	Second Saturday Sponsor $5,000 (1 Available)	Kid's Activity Area Sponsor $5,000 (1 Available)	Mobility Sponsor $3,500 (1 Available)	Holiday Activity Sponsor $2,500 (1 Available)	Supporting Sponsor $2,500 (10+ Available)	Community Sponsor $1,000 (10+ Available)
Digital & Promotional Benefits									
Instagram mentions	12	6	4	6	4	2	2	1	1
Twitter mentions	4	1	1	1	1	1	1	1	
Facebook mentions	4	1	1	1	1				
Company name featured on website	✓	✓	✓	✓	✓	✓	✓	✓	
Activation listed as "Sponsored by" your company	✓	✓	✓	✓	✓	✓	✓		
Logo featured on website	✓	✓	✓	✓					
Mention in Midtown Association newsletter	✓	✓	✓	✓					
Recognition at Midtown Association board meeting	✓	✓	✓						
Logo featured on promotional items	✓	✓	✓	✓					
Mentions in online event listings	✓	✓		✓					
On-site benefits									
On-site booth opportunities	12	6	10	6	2	2	1		
Custom signage near activation area	✓	✓	✓	✓	✓	✓	✓		
Branded promotional items related to your sponsored activation	✓	✓	✓	✓	✓	✓			
Logo featured on iconic MFM sign, year-round	✓	✓	✓						
Branded materials, signage, etc.	✓								
Special activation in recognition of your company	✓								

MIDTOWN ASSOCIATION

MIDTOWN FARMERS MARKET SPONSORSHIP DETAILS

Presenting Sponsor

The title sponsor is the main sponsor of the event and receives naming rights as well as all the event benefits. This sponsorship level helps to fund the cost of running and promoting this free community farmer's market.

Live Music Sponsorship

This sponsorship covers the cost of live music at the market all year long performed by local artists.

Adopt-A-Block Sponsorship

This sponsorship will receive naming rights to one of our curated blocks at the Midtown Farmers Market.

Second Saturday Sponsorship

This sponsorship supports Second Saturday programming by local artists held seasonally from May-October.

Kid's Activity Area Sponsorship

This sponsorship supports kid's market activities such as coloring pages, toys, and more. Your logo will be included on the take-home coloring pages as well as signage posted in the Kid's Activity Area.

Mobility Sponsorship

This sponsorship supports the market bike valet (hosted by Sacramento Area Bicycle Advocates). Your logo will be included on signage posted in the bike valet area.

Holiday Activity Sponsorship

This sponsorship supports holiday activities at the market on November 27, December 4, 11, and 18. Activities include holiday-themed vendors, fake snow, holiday music, holiday photo opportunities, hot chocolate, and more.

Supporting & Community Sponsorships

These sponsorships help to support local community initiatives and partnerships, to keep the farmers market a thriving community event.

WEDNESDAYS AT WINN
SPONSORSHIP OPPORTUNITIES

Wednesdays | 3 - 7:30 pm
April through October
Winn Park, 1616 28th Street

WEDNESDAYS
at winn

Overview

Wednesdays at Winn is a midweek community event featuring live music, local vendors, food trucks, a Sippin' at Winn wine garden, and Workout at Winn outdoor activities area. An instagrammable park setting invites attendees to enjoy while they lounge in boho-inspired lounge areas, relax in vintage rocking chairs, and gather under Winn Park's iconic market-style string lights.

Event Metrics

9.3K	30	60	7	20+	550
Instagram Followers	Events per year	Workout at Winn Classes	Sippin' at Winn Events	Weekly Vendors	Monthly Visitors

Photos

MIDTOWN ASSOCIATION

WEDNESDAYS AT WINN SPONSORSHIP BENEFITS

	Title Sponsor $10,000 (1 Available)	Sippin ' at Winn Sponsor $5,000 (1 Available)	Workout at Winn Sponsor $5,000 (1 Available)	Live Music Sponsor $3,000(1 Available)	Supporting Sponsor $1,000 (10+ Available)	Community Sponsor $500 (10+ Available)
Digital & Promotional Benefits						
Instagram mention	10	5	5	2	1	1
Facebook mention	4	1	1	1		
Twitter mention	4	1	1	1		
Logo featured on the WAW website	✓	✓	✓	✓	✓	✓
Activation listed as "Sponsored by" your company	✓	✓	✓	✓		
Mentions in all online event listings	✓	✓	✓			
Logo featured on market promotional items (ads, flyers, etc.)	✓	✓	✓			
Newsletter mention	✓					
Mentions in all online event listings	✓					
On-site Benefits						
On-site booth/ activation opportunities	12	6	6	3	2	1
Custom signage near activation area	✓	✓	✓	✓		
Branded banners and signage	✓	✓	✓			
Logo featured on WAW park banner, year-round	✓					

MIDTOWN ASSOCIATION

WEDNESDAYS AT WINN SPONSORSHIP DETAILS

Title Sponsor

The title sponsor is the main sponsor of the event and receives naming rights as well as all the event benefits. This sponsorship level helps to fund the cost of running and promoting this free community event + market.

Sippin' at Winn Sponsorship

This sponsorship supports the Sippin' at Winn Wine garden which takes place on more than 6 Wednesdays per year. Your logo will be included on welcome signage at the front of the wine garden.

Workout at Winn Sponsorship

This sponsorship supports Workout at Winn's free weekly exercise programming May–October.

Live Music Sponsorship

This sponsorship covers the cost of live music at the market all year long performed by local artists.

Supporting & Community Sponsorships

These sponsorships help to support local community initiatives and partnerships, to keep Wednesdays at Winn a thriving community event.

SECOND SATURDAYS
SPONSORSHIP OPPORTUNITIES

Every Second Saturday of the Month
May through October

Overview

Midtown Second Saturdays will make its long-awaited return in 2023! The revival of this beloved Midtown tradition personifies the rebirth of our community post-pandemic, drawing an estimated 10K visitors per month to regenerate the economic engine of Sacramento and our small businesses. With your support, this relaunch of Second Saturdays will not only be an opportunity to uphold Midtown's unique creative culture and support our local arts community but also supports our efforts to attract visitors to Midtown with special promotions across the district.

From May through October, visitors will experience carefully curated programming across multiple points of interest throughout the day that speaks to families, young professionals, affluent art lovers, and everyone in between. The experiences will start with special activations at the Midtown Farmers Market, then mid-day family-friendly programming near Fremont and Muir Park, followed by evening art-focused experiences throughout Midtown Central and along the Paragary Pathway highlighted with special activations at our multifamily mixed-use venues, and wrapped up with official afterparty locations throughout the district later in the evening. Second Saturdays will bring to life the array of intricate programming and anticipated comprehensive media coverage of Midtown Second Saturdays creates a perfect platform to align your business with the Midtown community.

Event Metrics

28K
Instagram Followers

17K
Twitter Followers

4K+
Newsletter Recipients

6
Events per year

10K
Visitors per month

Photos

MIDTOWN ASSOCIATION

SECOND SATURDAYS SPONSORSHIP BENEFITS

	Title Sponsor - $25,000 (1 Available)	Presenting Sponsor - $15,000 (2 Available)	Live Midtown Sponsor - $7,500 (10 Available)	Activity Zone Sponsor - $5,000 (5 Available)	Hotel Sponsor - $5,000 (2 Available)	Afterparty Sponsor - $3,500 (8 Available)	Friends of the Arts Sponsor - $1,000
Digital & Promotional Benefits							
Tickets to VIP Sponsor Experience	8	6	4	4	2	2	2
Recognition at the 2023 Midtown Mini Midtown Love	✓	✓	✓	✓	✓	✓	
Mention on Explore Midtown Twitter	✓	✓	✓	✓	✓	✓	
Mention in all event listings	✓	✓	✓	✓	✓	✓	
Listed as a featured destination on Second Saturday map	✓	✓	✓	✓	✓	✓	
Mention in Second Saturday press release	✓	✓	✓	✓	✓	✓	
Inclusion on Second Saturdays webpage	✓	✓	✓	✓	✓		
Social video opportunities on Explore Midtown Instagram	3	2	1		1	1	
Additional coverage through earned media and PR opportunities	✓	✓	✓	✓		✓	
Mention in Explore Midtown newsletter	✓	✓	✓	✓		✓	
Feature in Second Saturdays blog post	✓	✓	✓	✓			
Sponsor listed on all social posts	✓	✓			✓		
Sponsor inclusion in all mentions of Second Saturdays (print, digital, television, etc.)	✓	✓	✓				
Logo inclusion in all event listings	✓	✓					
Logo inclusion in Explore Midtown newsletter	✓	✓					
Naming rights of Midtown Second Saturdays	✓						
On-site Benefits (May-October)							
Co-branded sponsor signage at Midtown Association Second Saturday block party	✓	✓	✓	✓			
Logo inclusion on Second Saturday "Explore More" signage	✓	✓	✓	✓			
Logo inclusion on Second Saturday map	✓	✓	✓	✓			
Opportunity to host a table at Midtown Association Second Saturday block party activation	✓	✓	✓				
Second Saturday activation outside property each month	✓	✓	✓				
Opportunity to be featured in branded Second Saturday interactive programming	✓	✓					

SECOND SATURDAY SPONSORSHIP DETAILS

Title Sponsor

As the main sponsor of the event, the Title Sponsor receives naming rights as well as all the event benefits. Title Sponsors help fund the cost of this free community event.

Presenting Sponsor

This sponsorship is the second-highest level, receiving almost all the event benefits except for naming rights. Presenting Sponsors help fund unique pop-up programming throughout Second Saturdays.

Live Midtown Sponsor

This sponsorship is geared toward multi-family housing properties looking to drive traffic through their doors. Live Midtown sponsors will be identified as activation areas on our Second Saturdays map and highlighted with custom activations.

Activity Zone Sponsor

This sponsorship offers naming rights to one of our five major activity zones for Second Saturdays: Fremont Park, 16M, Handle District, Midtown Central, and Midtown Sutter. Activity Zone sponsors help fund curated programming and activities within their sponsored zone.

Hotel Sponsor

These sponsors will be promoted as the official hotel locations for Midtown Second Saturdays. Hotel Sponsors will also receive one limited edition framed poster featuring art by the artist of the year.

Afterparty Sponsor

These sponsors will be promoted as the Midtown Second Saturdays official afterparty locations.

Friends of the Arts Sponsor

This sponsorship level offers 2 VIP tickets to the Second Saturdays VIP experience. Friend of the Arts sponsors helps fund pop-up programming throughout Second Saturdays.

SIPPIN' AT WINN
IN-KIND SAMPLING SPONSORSHIP

Select Wednesdays
5 - 7 pm
Winn Park, 1616 28th Street

WEDNESDAYS
at winn

Overview

Wednesdays at Winn is a midweek community event featuring live music, local vendors, food trucks, a Sippin' at Winn wine garden, and Workout at Winn outdoor activities area. An instagrammable park setting invites attendees to enjoy while they lounge in boho-inspired lounge areas, relax in vintage rocking chairs, and gather under Winn Park's iconic market-style string lights.

Event Metrics

9.3K	30	60	7	20+	550
Instagram Followers	Events per year	Workout at Winn Classes	Sippin' at Winn Events	Weekly Vendors	Monthly Visitors

Photos

MIDTOWN ASSOCIATION

SIPPIN' AT WINN IN-KIND SAMPLING SPONSORSHIP

Pre-event benefits	
Instagram mention (8.5K followers)	2
Facebook mention (18.1K followers)	1
Twitter mention (16.1K followers)	1
Logo featured on the WAW website	✓
Mentions on all online event listings	✓
On-site benefits	
Custom signage with company logo at the Sippin' at Winn entrance	✓
Opportunities to host a booth at the Midtown Farmers Market	2
Opportunities to sell product at the Wednedays at Winn Market	2
Opportunity to bring promotional items to Sippin' at Winn	✓

What sponsors provide

The Midtown Association provides the set-up for guests to enjoy their beer and wine in the garden and covers the permits, ticketing, and clean-up for the event. Sampling sponsors must provide the following:

- Beer and wine donations for one month or two events (Providing 3 samples per person, up to 75 people per event)
- Table, table cloth & tent for serving in the wine garden (X2 if the vendors would like to sell their product in addition to providing samples in the wine garden)
- Staff to pour drinks
- Glassware or reusable cups for serving
- Proper documentation & insurance to serve and sell at the market
- Optional: Promotional materials

FRESH AIR: FREMONT PARK

May - September
Weekly
Fremont Park, 1515 Q Street

Overview

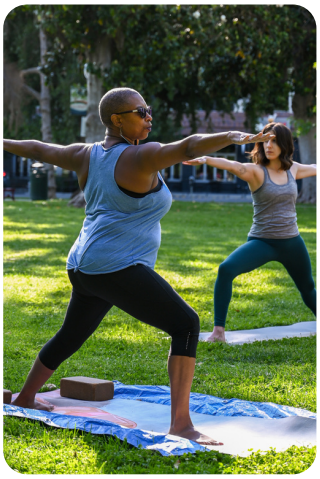
Midtown Parks, the 501(c)(3) arm of Midtown Association, aims to increase health and community engagement by investing in Midtown's six parks: Fremont Park, Marshall Park, Muir Park, Sutter's Fort, Truitt Bark Park, and Winn Park.

Fresh Air: Fremont Park is a free series of health and wellness activations provided for Midtown residents and visitors, aimed at encouraging an active lifestyle and social interaction, which are critical to the health of our community. Through our digital, social media, and newsletter programs, promotional sponsorship posts have the potential to reach 750K+ people through the duration of the sponsorship.

Program Metrics

27K+	13K+	4K+	2K+	475	45K
Instagram Followers	Facebook Followers	Newsletter Recipients	Monthly Web Visitors	Average Monthly Attendees	Average Monthly Banner Views

Photos



Midtown Parks

FRESH AIR: FREMONT PARK SPONSORSHIP BENEFITS

	Presenting Sponsor $15,000 (1 available)	Live Music Sponsor $8,000 (1 available)	Open-Air Coworking Sponsor $5,000 (1 available)	Activity Sponsor $2,500 (5 available)	Community Sponsor $1,500 (5 available)	Prize Sponsor $500 (5 available)
Digital & Promotional Benefits						
Instagram mention (25.6K followers)	6	5	4	3	2	1
Facebook mention (18.1K followers)	4	3	2	1		
Twitter mention (16.1K followers)	4	3	2	1		
Website presence	✓	✓	✓	✓	✓	✓
Logo featured on the iconic FAFP flyer distributed to local businesses	✓	✓	✓	✓		
Mentions in all online event listings	✓	✓	✓	✓		
Newsletter mention (6.1K recipients)	✓	✓	✓			
Press release	✓					
Recognition at Midtown Association board meeting	✓					
On-site Benefits						
Opportunities to host a 10 x 10 booth space at a FAFP activity	5	4	3	2	1	
Signage near sponsored area	✓	✓				
Logo featured on the iconic FAFP banner displayed at Fremont Park, year-round	✓					
Additional Benefits						
Tickets to the 2023 Midtown Mini event	8					

Midtown Parks

FRESH AIR: FREMONT PARK SPONSORSHIP DETAILS

Presenting Sponsor

This sponsor is the main sponsor of the program and receives naming rights as well as all event benefits. This sponsorship level funds the cost of running and promoting free health and wellness programming at Fremont Park.

Live Music Sponsor

This sponsor covers the cost of live music at the park weekly, that coincides with select programming throughout the season and is performed by local artists.

Open-Air Coworking Sponsor

This sponsor covers the cost of Midtown's only Open-Air Coworking, which takes place each week throughout the season and utilizes free Wi-Fi available at Fremont Park through the City of Sacramento.

Activity Sponsor

These sponsors cover the cost of one weekly activity at the park, such as Pilates, yoga, dance fitness, tai chi and more.

Community Sponsor

These sponsors keep Fremont Park active and thriving by supporting supplemental investments to programming, such as art installations, street banners and other community promotions.

Prize Sponsors

These sponsors support the monthly prize drawings for attendees of one or more activities.

FREMONT PARK LOCATION

Fremont Park is nestled in a lively neighborhood with 10K nearby residents and many developments recently completed or under construction in the immediate area, including the Ice Blocks on the R Street Corridor, 16Powerhouse and 1430 Q Street. Between May and September 2021, Fremont Park had a total of 117K pedestrians in the surrounding area and a daily average of over 45K vehicles passing the park. Additionally, over 1.5K riders used the 16th Street Light Rail Station on a daily basis. As one of Midtown's most visible parks, there is an opportunity to engage a large audience in the activities and events taking place there.

MIDTOWN ASSOCIATION
STREET BANNER PROGRAM

About the program

Are you looking to expand your brand visibility? Promote your upcoming event or educational institution with vibrant street banners along the J Street corridor. Over 17,000 impressions are made daily, and for a 60 day period, approximately 1.1 million impressions will be made, including passerby and digital communications.

Through Midtown Association's Street Banner Program, 37 ornamental poles are available for rent along the J Street between 20th and 27th Streets. Ornamental poles allow for banners that are 24″ in width and 36″ in length. The banner size and placement allows for high visibility by pedestrian and vehicle traffic alike.

Banner promotions

- Events, shows, festivals, concerts, major sports celebration, parades and walk/run events occurring in the Sacramento Area
- Promotions of educational institutions in the Sacramento Area

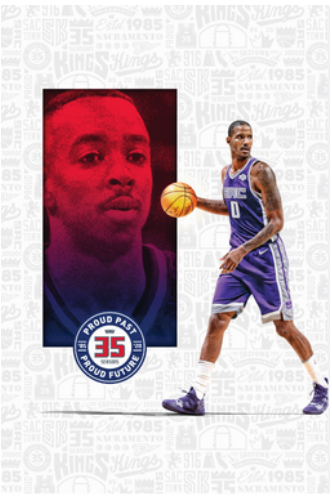
Banner installations

- For 37 double-sided banners, installed for 60 days then safely stored, costs $8,000
- For re-installation of existing banners for 60 days then safely stored, costs $5,500

Display timeframes

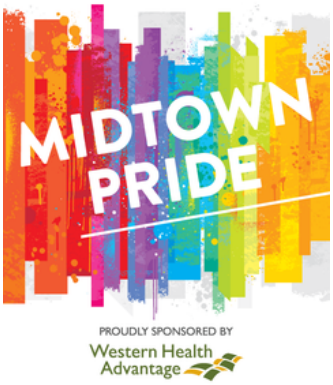
- Street banners are displayed for a 60 day period. Dates are allocated on a first come, first served basis.
- Banner applications should be submitted to the Midtown Association at least 90 days prior to the desired installation date

Recent banner designs



Sacramento Kings

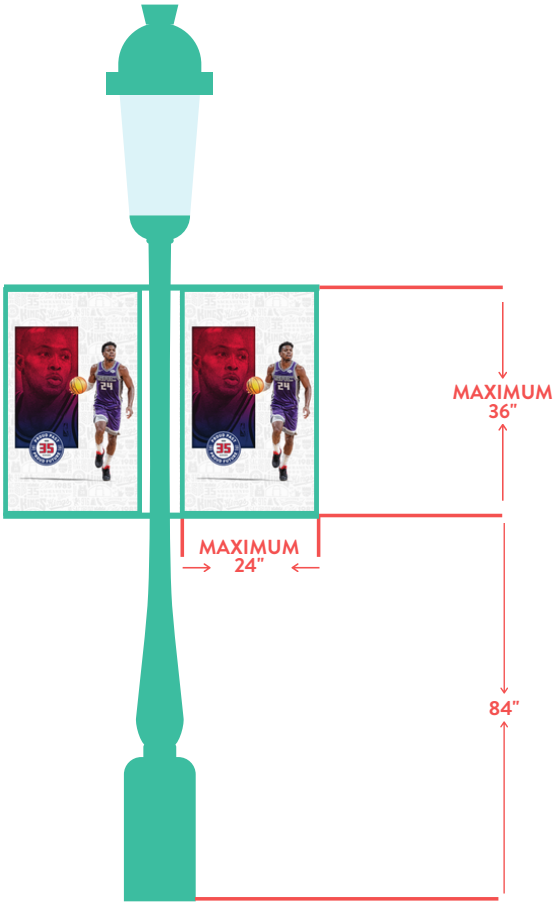
Sacramento Republic FC



Western Health Midtown Pride

J STREET BANNER PROGRAM DETAILS

Banner measurements



Banner locations

MIDTOWN ASSOCIATION