

# MIDTOWN ASSOCIATION SPONSORSHIP OPPORTUNITIES

JANUARY 1, 2023 - DECEMBER 31, 2023

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MIDTOWN  
ASSOCIATION



## SECOND SATURDAY SPONSORSHIP OPPORTUNITIES

Every Second Saturday of the Month  
May through October

### Overview

Midtown Second Saturday 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 Saturday 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 Saturday will bring to life the array of intricate programming and anticipated comprehensive media coverage of Midtown Second Saturday 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



# SECOND SATURDAY SPONSORSHIP BENEFITS

Title Sponsor - \$25,000 - SOLD OUT  
 Presenting Sponsor - \$15,000 - SOLD OUT  
 Live Midtown Sponsor - \$7,500 - ONLY 4 LEFT  
 Activity Zone Sponsor - \$5,000 - ONLY 1 LEFT  
 Hotel Sponsor - \$5,000 - SOLD OUT  
 Afterparty Sponsor - SOLD OUT  
 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 Saturday 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 Saturday blog post	✓	✓	✓	✓			
Sponsor listed on all social posts	✓	✓			✓		
Sponsor inclusion in all mentions of Second Saturday (print, digital, television, etc.)	✓	✓	✓				
Logo inclusion in all event listings	✓	✓					
Logo inclusion in Explore Midtown newsletter	✓	✓					
Naming rights of Midtown Second Saturday	✓						
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 Saturday.

### 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 Saturday map and highlighted with custom activations.

### Activity Zone Sponsor

This sponsorship offers naming rights to one of our five major activity zones for Second Saturday: 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 Saturday. 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 Saturday official afterparty locations.

### Friends of the Arts Sponsor

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