



MIDTOWN SACRAMENTO

2024 SPONSORSHIP OPPORTUNITIES



MIDTOWN
ASSOCIATION





KEY METRICS

OUR AUDIENCE

AS OF MARCH 2023

2.2K

Business Owners & Managers

25.5K

Employees

21K

Residents

15.3M

Average Yearly Visitors



EXPOSURE

YEARLY AVERAGE

30+

Events & programs invested in

2.3M

People reached through social media

285.8K

Event webpage views

110.6K

Event and farmers market attendees

24M

People reached through media stories generated by Midtown Association

PREVIOUS PARTNERS



BECOME A PARTNER



BRAND EXPOSURE

- Reach Midtown audiences through event presence and marketing benefits
- Increase brand recognition and visibility
- Gain positive PR by associating with positive community events



NETWORKING

- Connect with industry peers, potential clients, partners, and other stakeholders



ENGAGEMENT

- Involve employees in event sponsorship to boost morale and foster a sense of pride in their community involvement
- Engage with existing customers and attract new ones





MIDTOWN, SACRAMENTO

SECOND  
 **SATURDAY** 20
23

SECOND SATURDAY

MAY - OCTOBER | ALL DAY

OVERVIEW

Become a partner of Midtown Second Saturday, an immersive all-day arts celebration occurring every Second Saturday May - October. This event series is a vibrant tapestry of local artists and businesses, galleries, live music, dynamic block parties, family-oriented activities, and a flourishing nightlife scene. When you sponsor Second Saturday, you play a pivotal role in fortifying our local arts community while drawing in families, young professionals, residents, and discerning art enthusiasts to participate in Second Saturday events. Over 60K people come from all over Sacramento and beyond to partake in family-friendly activities at our parks, block parties at Midtown's popular intersections, gallery and art pop-ups, business afterparties, and more.

IMPACT

60K+
Event
Attendees

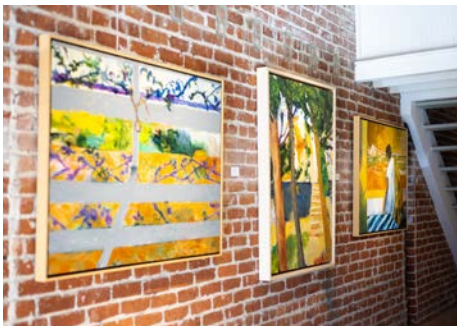
264
Pop-Ups &
Attractions

71
Gallery &
Theatre Events

63
Business
Events

48K
Website
Reach

2M+
Media & Social
Media Reach



SECOND SATURDAY

Sponsorship Opportunities

Title \$25,000
1 Available

Presenting \$15,000
2 Available

Live Midtown \$7,500
7 Available

Activity \$5,000
8 Available

Hotel \$5,000
2 Available

Afterparty \$2,500
10 Available

Friends of the Arts \$1,000
Unlimited Available

Benefits

	Title \$25,000 1 Available	Presenting \$15,000 2 Available	Live Midtown \$7,500 7 Available	Activity \$5,000 8 Available	Hotel \$5,000 2 Available	Afterparty \$2,500 10 Available	Friends of the Arts \$1,000 Unlimited Available
Event naming rights							
Listed as Midtown Second Saturday presented by...							
Dedicated Instagram Reels	2						
Advertising opportunity mentions							
E-newsletter mentions	6	5	1				
Social media mentions	All	15	7	5	5	2	
Online event listing mentions							
Press release mentions	All	All	All	1	1		
Listed as featured destination on event map							
Midtown Second Saturday website	Logo	Logo	Logo	Logo	Logo	Mention	
Event signage	Logo						
Promotional materials	Logo	Logo					
Signage near sponsored activity	Logo	Logo	Logo	Logo	Logo		
10 x 10 booth at the Midtown Farmers Market	6						
Activation for your company/at your property							
Recognition at the 24' Midtown Mini Midtown Love							
VIP Second Saturday event tickets	10	5	4	2	2	2	2

Digital Benefits

Printed Benefits

Additional Benefits

MIDTOWN MINI



MIDTOWN LOVE



MIDTOWN MINI MIDTOWN LOVE

MAY 11, 2024 | 6 - 9 P.M.

OVERVIEW

Elevate your brand by becoming a distinguished sponsor of the Midtown Mini Midtown Love celebration. This signature event, hosted by the Midtown Association, supports our vibrant small business and arts community, ensuring the sustainability of future Second Saturday programming. Guests and sponsors will indulge in elevated Midtown culinary experiences, have a chance to win a raffle of coveted Midtown items and experiences, and enjoy live entertainment and unique art performances. As a sponsor, your brand will be showcased before a remarkable audience of Midtown influencers, investors, developers, and civic leaders, providing unparalleled exposure and networking opportunities within Midtown's thriving business ecosystem.

IMPACT

350

Business Leaders
& Attendees

10K

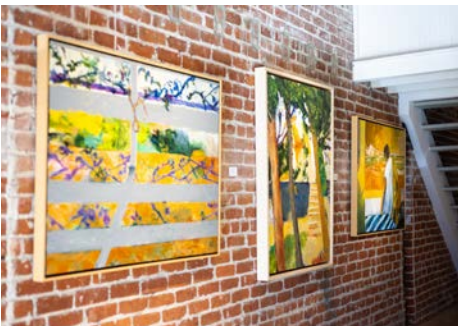
Website
Reach

500K

Funds
Raised

550K

Media & Social
Media Reach



MIDTOWN MINI MIDTOWN LOVE

Sponsorship Opportunities

Benefits		Grand \$10,000 1 Available	Activity \$5,000 5 Available	Community \$3,000 10 Available	Mini Art \$1,500 35 Available	4 Ticket Pack \$750 Unlimited Available	Individual Ticket \$150 Unlimited Available
Digital Benefits	Listed as Midtown Mini Midtown Love presented by...						
	Advertising opportunity mentions						
	E-newsletter mentions	2	1				
	Press release mentions						
	Online listing mentions						
	Social media mentions	10	7	3	2	1	
Printed Benefits	Midtown Mini Midtown Love webpage	Logo	Logo	Mention	Mention	Mention	
	Promotional materials	Logo					
	Main event signage	Logo					
	Custom signage near activity area	Logo	Logo				
	Welcome wall signage	Logo	Logo	Mention	Mention	Mention	
Additional Benefits	10 x 10 booth at the Midtown Farmers Market	6					
	10 x 10 booth at the event with custom signage						
	Dedicated announcement at the event						
	Recognition at a Midtown Association Board meeting						
	Event tickets	15	7	6	4	4	1

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MIDTOWN
Farmers Market
SACRAMENTO



MIDTOWN FARMERS MARKET

EVERY SATURDAY, YEAR-ROUND | 8 A.M. - 1 P.M. | 1050 20TH STREET

OVERVIEW

Voted in the top three best farmers markets in California, the Midtown Farmers Market is a year-round market anchored in the heart of Midtown featuring more than 200 vendors and spanning five blocks. The bustling market serves as a vibrant gathering place where residents and visitors can find local treasures, fresh produce, artisan crafts, and culinary delights. Your contribution helps us to continue to fund the cost of running and promoting this free community farmer's market as well as continue to bring special programming such as live music, kids' activities, art pop-ups, and more.

IMPACT

130K

Yearly
Attendees

200+

Market
Vendors

60K

E-Newsletter
Reach

50

Markets
Per Year

17K

Website
Reach

4.2M+

Media & Social
Media Reach



MIDTOWN FARMERS MARKET

Sponsorship Opportunities

Benefits

Title \$15,000
1 Available

Presenting \$10,000
2 Available

Live Music \$8,000
2 Available

Adopt-A-Block \$7,500
6 Available

Second Saturday \$6,000
1 Available

Activity Sponsor \$6,000
3 Available

Mobility \$5,000
2 Available

Supporting \$2,500
2 Available

Holiday Activity \$2,500
1 Available

Community \$1,000
Unlimited

	Title \$15,000 1 Available	Presenting \$10,000 2 Available	Live Music \$8,000 2 Available	Adopt-A-Block \$7,500 6 Available	Second Saturday \$6,000 1 Available	Activity Sponsor \$6,000 3 Available	Mobility \$5,000 2 Available	Supporting \$2,500 2 Available	Holiday Activity \$2,500 1 Available	Community \$1,000 Unlimited
[Your Company]'s Midtown Farmers Market										
Listed as Midtown Farmers Market presented by...										
Online event listing mentions										
Advertising opportunity mentions										
Midtown Farmers Market Instagram bio	Mention									
Midtown Farmers Market Facebook header image	Logo	Logo								
Press release mentions										
E-newsletter mentions	5	3	2	1	1					
Social media mentions	15	10	8	7	6	5	3	2	2	1
Midtown Farmers Market website	Logo	Logo	Logo	Logo	Mention	Mention	Mention	Mention	Mention	Mention
Iconic Midtown Farmers Market wooden signs	Logo									
All promotional materials	Logo	Logo								
Sponsorship-related signage at the market	Logo	Logo	Logo	Logo	Logo	Logo				
Sponsorship-related promotional material	Logo	Logo	Logo	Logo	Logo	Logo	Logo			
Activation in recognition of your company										
Recognition at an MA Board meeting										
10 x 10 booth at the Midtown Farmers Market	6	6	6	6	6	3	2	1	1	

Digital Benefits

Printed Benefits

Additional Benefits

A group of people is practicing yoga on mats on a grassy lawn in a park. The scene is filled with large, mature trees, including several tall palm trees. In the background, there are multi-story buildings, one of which has a sign that says "FREMONT". The overall atmosphere is peaceful and active. A white rectangular box with a thin border is centered in the image, containing the text "FRESH AIR" in a large, bold, sans-serif font, and "MIDTOWN PARKS" in a smaller, all-caps, sans-serif font below it.

FRESH AIR

MIDTOWN PARKS

FRESH AIR: MIDTOWN PARKS

MONDAY - FRIDAY | MAY - OCTOBER

OVERVIEW

Fresh Air: Midtown Parks is a series of free health and wellness classes in an outdoor setting aimed to promote and encourage an active and mindful lifestyle, which is critical to the health of our community. These classes provide a space for people of all ages and fitness levels to engage in physical activity and foster human connection. Activities in 2024 include Pilates, yoga, and bootcamp to activate Midtown's parks every weekday. Your contribution helps us to continue to fund the cost of running and promoting free health and fitness programming to our Midtown community.

IMPACT

9.6K

Yearly
Attendees

120

Yearly
Classes

60K

E-Newsletter
Reach

500K

Fresh Air
Promotional
Material Reach

15K

Website
Reach

855K

Media & Social
Media Reach



FRESH AIR: MIDTOWN PARKS

Sponsorship Opportunities

Presenting \$5,000
1 Available

Activity \$2,500
5 Available

Community \$1,500
Unlimited Available

Prize \$500
Unlimited Available

Benefits

	Presenting \$5,000 1 Available	Activity \$2,500 5 Available	Community \$1,500 Unlimited Available	Prize \$500 Unlimited Available	
Digital Benefits	Listed as Fresh Air: Midtown Parks presented by...				
	Online event listing mentions				
	Advertising opportunity mentions				
	E-newsletter mentions				
	Press release mentions				
	Explore Midtown Parks Instagram bio mention				
	Explore Midtown Parks Facebook header image	Logo			
	Social media mentions	5	3	2	1
Additional Benefits	Midtown Association website	Logo	Mention	Mention	Mention
	Banner displayed at Fremont Park year-round	Logo			
	Signage at park activations	Logo			
	Promotional materials	Logo	Mention		
	Recognition at a Midtown Parks Board meeting				
10 x 10 booth onsite at a park activation	2	1	1		

Midtown Association
Street Banner Program



STREET BANNER PROGRAM

OVERVIEW

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 17K 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 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.

IMPACT

17K	1.1M	37	7	10.7K	500K
Daily Impressions	Impressions in 60 Days	Banners	Visible Blocks	Website Reach	Media & Social Media Reach



STREET BANNER PROGRAM

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

INSTALLATION

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

TIMEFRAME

- 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

LOCATION

J Street from 20th to 27th



IMPACT STATEMENT

For nearly 40 years, Midtown Association has risen to meet our stakeholders' needs while elevating Midtown as the center for culture, creativity, and vibrancy in Sacramento's urban core—and beyond. Beginning in 1985 as a collection of passionate business and property owners who wished to improve their neighborhood, Midtown has grown to be **the arts and entertainment core of Sacramento** with over **1,200 properties** through three business districts, two restaurant districts, and six active and growing parks.

By collaborating with visionary sponsors like you, Midtown Association propels its mission even further. Your invaluable support enables us to amplify the scope of our initiatives, from elevating business assistance, offering free community programming, completing impactful capital improvements, and putting Midtown on a state-wide radar for investment.

With your partnership, we can extend a greater reach of positive influence, fostering an environment where local businesses thrive, residents flourish, and visitors feel the pulse of our dynamic community.

SPONSOR TODAY

Email Amanda Berridge, Associate Director of Events & Markets at amanda@exploremidtown.org or call the Midtown Association at **916-442-1500** to get started.