



2024 BUSINESS TOOLKIT

OVERVIEW

In 2023, Midtown Association invested into the Central City's rich arts and culture scene by revitalizing a Sacramento tradition: Second Saturday. Midtown Second Saturday in 2023 was a resounding success, bringing more than 70K visitors, presenting more than 230+ events and attractions, and reaching more than 884K social media impressions between the months of May - October! We saw dynamic block parties, family-friendly concerts at our Midtown Parks, mesmerizing art shows at our galleries, pop-up art installations, and more.

In 2024, our commitment is to build on the success of 2023's programming as we continue to bring alive our Midtown streets every Second Saturday and delight Midtown visitors with art, music, food, and dance. To do so, we need our local businesses – the heart of Midtown – to join the Second Saturday movement.

Our message to the community is clear: Midtown is the destination to immerse yourself in the arts, and Second Saturday eagerly awaits to welcome you. The stages are being set, artists are ready to share their visions, and the people of Sacramento are eager to experience Second Saturday. The only missing piece is you.

GET INVOLVED

With over 10,000 monthly visitors flocking to Midtown for Second Saturday in the months of May - October, local businesses and stakeholders have a unique opportunity to capitalize on the extensive public attention, hype, media buzz, and social media interest that the event generates.

Here's how you can actively participate:

➤ **BECOME A SPONSOR**

Become a sponsor of Midtown Second Saturday, an immersive all-day arts celebration every Second Saturday May – October. When you sponsor Second Saturday, you play a pivotal role in supporting our local arts community.

[Check out our sponsorship opportunities here](#) and email amanda@exploremidtown.org to become a sponsor today.





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➤ **HOST A SECOND SATURDAY EVENT OR ENTERTAINMENT**

Be part of the Second Saturday movement, and host your own event on Second Saturday, and take advantage of the influx of visitors in our district. You can host a mini art gallery, have live art, host an artist meet-and-greet or bring in live music, the options are endless!

Additionally, between 12 and 8 p.m., restaurants authorized by the Midtown Association will be able to provide entertainment, including live music, inside of their venues, regardless of whether or not they hold an entertainment permit. Interested businesses can [fill out this form](#).

➤ **JOIN OUR ART WALK**

New to 2024, the Midtown Association is introducing a distinctive monthly Art Walk curated to showcase a select few restaurants, galleries, and events each month. If you're eager to be part of a monthly Art Walk and are ready to contribute by creating a special Second Saturday menu or hosting an event like an art pop-up or artist meet-and-greet, we invite you to [fill out this form](#).

Although a free art walk, visitors interested in an elevated experience can purchase a VIP ticket. Money raised through ticket sales support future Second Saturday programming.



➤ **SUBMIT YOUR EVENT TO SAC 365**

If you plan to host an event during Second Saturday, make sure to add it to the Sac 365 calendar. Here's how:

- We strongly encourage all event hosts to submit their details to the Sac 365 calendar at sacramento365.com/login/
- When submitting, select the category "2nd Saturday" to ensure inclusion.
- All events submitted to Sac 365 will be highlighted on our Second Saturday website's event calendar.



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CONNECT WITH US

Midtown Association will be sharing Second Saturday content through all social media channels. Follow and tag us [@ExploreMidtown](#) so we can share your Second Saturday content.

[Subscribe to our monthly newsletter here](#)

SHARE WITH YOUR AUDIENCE

> HASHTAGS

Please include the following hashtags in all social media posts:

[#MidtownSecondSaturday](#) [#ExploreMidtown](#)

> CALL TO ACTION

Encourage your followers to visit [MidtownSecondSaturday.com](#) for event details and follow [@ExploreMidtown](#) for event details and updates.

> SOCIAL MEDIA PROMOTIONAL CAPTIONS

Instagram

- Experience the vibrant art community every Second Saturday from May to October in Midtown! From live art to block parties, family-friendly festivals, after parties, and curated art walk experiences, it's a day-long celebration you won't want to miss. Plan your perfect Second Saturday at [midtownsecondsaturday.com!](#)

Twitter/X

- Experience Midtown Second Saturday May - October! Plan your Second Saturday itinerary at [midtownsecondsaturday.com](#) for live art, block parties, curated art walks, family festivals, and more.

Facebook

- Midtown Second Saturday is back May through October every second Saturday of the month! Join the all-day arts celebration featuring live art, block parties, family-friendly festivals, after parties, curated art walks, and more. Plan your perfect itinerary and learn more by clicking below [midtownsecondsaturday.com](#)





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GRAPHICS, PHOTOS, & LOGOS

Download social media graphics, photos, and Second Saturday logos [from our Dropbox here](#).

MORE INFORMATION

The Midtown Association team is here to help! For questions about social media assets, please contact Jodie Miller, Creative Manager, at jodie@exploremidtown.org

For general event questions, please contact Amanda Sawasy, Associate Director of Events & Markets, amanda@exploremidtown.org

