



2024 VENUE 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 are calling on all of our potential event spaces in Midtown to be a part of 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. Your space can be in the center of it all.

GET INVOLVED

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

While traditionally Second Saturday venues have looked like art galleries and theaters, we encourage all available spaces to get involved!

Below are some ways that you can actively participate:





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➤ HOST A SECOND SATURDAY EVENT OR ENTERTAINMENT

Be part of the Second Saturday movement by hosting your own event to 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!

We encourage anyone interested in hosting an event on Second Saturday to coordinate directly with the artists whose work they are looking to showcase or host. If you are interested in hosting, but are looking for some help connecting with local artists, you can fill out our [Artist Interest Form here](#)

➤ 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 hosting an event like an art pop-up or artist meet-and-greet, we invite you to [fill out this form](#)



➤ SUBMIT YOUR EVENT TO SAC 365

Once you have planned an event for 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.



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