



# MIDTOWN SACRAMENTO

## 2025 SPONSORSHIP OPPORTUNITIES



MIDTOWN  
ASSOCIATION







# KEY METRICS

## THE PEOPLE OF MIDTOWN

AS OF JULY 2024

**2.2K**

Businesses

**25.5K**

Employees

**21.1K**

Residents

**10M+**

Average Annual Visitors

Source: City of Sacramento, Placer AI, Census Reporter, PUMA Report

## OUR REACH

ANNUAL AVERAGES

**160+**

Events and programs hosted

**275K+**

Attendees for hosted events

**8M+**

Social media impressions

**224K**

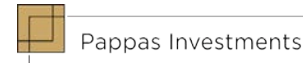
Website views

**\$7M+**

Calculated publicity value



# PREVIOUS PARTNERS



# BECOME A PARTNER



## BRAND EXPOSURE

- Reach Midtown's diverse audience through event presence and digital promotions
- Increase brand recognition and visibility through marketing benefits
- Gain positive PR associated with media coverage of community events



## NETWORKING

- Join exclusive networking opportunities offered to sponsors
- Connect with industry peers, potential clients, community partners, city officials, and other Midtown stakeholders



## ENGAGEMENT

- Take advantage of event booth opportunities to engage existing customers and attract new ones
- Involve employees in event sponsorship perks to boost morale and foster a sense of pride in their community involvement







MIDTOWN, SACRAMENTO

SECOND



SATURDAY

20  
25



# MIDTOWN SECOND SATURDAY

EVERY SECOND SATURDAY | MAY - OCTOBER

## OVERVIEW

Become a partner of Midtown Second Saturday, an immersive all-day arts celebration occurring every Second Saturday May - October. This event series showcases 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 Midtown Second Saturday, you play a pivotal role in fortifying our local arts community while drawing in a diverse audience made up of families, young professionals, residents, visitors, and discerning art enthusiasts. Over 70K people come from all over Sacramento and beyond to partake in this renowned Sacramento tradition.

## IMPACT

**250+**  
Events and  
Attractions

**70K+**  
Event  
Attendees

**884K+**  
Social Media  
Impressions

**40K**  
Website  
Views

**\$237K+**  
Calculated  
Publicity Value

**200+**  
Participating  
Artists



# MIDTOWN SECOND SATURDAY

Sponsorship Opportunities

## Benefits

	<b>Title</b> \$25,000 (1 Available)	<b>Presenting</b> \$15,000 (10 Available)	<b>Live Midtown</b> \$7,500 (10 Available)	<b>Beer/Wine/Spirit</b> \$5,500 (3 Available)	<b>Hotel</b> \$5,000 (2 Available)	<b>Activity</b> \$5,000 (12 Available)	<b>Afterparty</b> \$2,500 (10 Available)	<b>Friend of the Arts</b> \$1,000 (Unlimited Available)
Midtown Second Saturday Title Naming Rights								
Listed as Midtown Second Saturday Presented by...								
Dedicated Instagram Reels	2							
Advertising Opportunity Mentions	1	1						
E-newsletter mentions	6	5	1					
Social media mentions	25	15	7	6	4	4	1	
Online event listing mentions	6	1	1	1	1	1		
Press Release Mentions	6	6	6	6	2	1		
Listed as featured destination on event map								
Midtown Second Saturday Webpage	Logo	Logo	Logo	Logo	Mention	Mention		
Displayed on Title Event Signage								
Included on Promotional Materials								
Activity Signage mention								
Midtown Second Saturday banner mention								
10x10 booth at Midtown Second Saturday programming	4	2	1	6		2		
Activation for your company//at property	4	2	2		1	1	1	
Midtown Love Tickets	10	8	6	4	4	4		



# midtown love





# MIDTOWN LOVE

MAY 10, 2025 | 6 - 9 P.M. | THE MANSION APARTMENTS

## OVERVIEW

Elevate your business' brand and celebrate Midtown Association's 40th Anniversary by becoming a distinguished sponsor of the Midtown Love celebration. This signature fundraising event supports Midtown's vibrant small business, parks and arts communities, ensuring the sustainability of both future Midtown Second Saturday programming and Midtown Parks, a 501 (c)(3) that aims to increase health and community engagement by investing in Midtown's parks and public spaces. Guests and sponsors will indulge in elevated Midtown culinary experiences, enjoy live entertainment and have a chance to bid on original art or enter a raffle to win coveted Midtown items and experiences. 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. Some levels of sponsorship also receive exposure through Midtown Parks' programming.

## IMPACT

**350+**

Midtown Love Attendees

**120+**

Midtown Parks Events

**21.1K+**

Midtown Love Social Media Impressions

**200K+**

Midtown Parks Social Media Impressions

**3.2K+**

Midtown Love Website Views

**4.8K+**

Midtown Parks Website Views



# MIDTOWN LOVE

Sponsorship Opportunities

## Benefits

	<b>Midtown Love Presenting</b> \$10,000 (1 Available)	<b>Midtown Love Activity</b> \$5,000 (5 Available)	<b>Midtown Parks Community</b> \$3,500 (10 Available)	<b>Midtown Love Mini Activity</b> \$2,500 (5 Available)	<b>Midtown Love Art</b> \$1,550 (30 Available)	<b>Friend of Midtown Parks</b> \$1,500 (Unlimited Available)	<b>Midtown Love 4 Parks</b> \$775 (50 Available)	<b>Midtown Love Ticket</b> \$100 (100 Available)
Listed as Midtown Love presented by...								
Advertising Opportunity Mentions								
E-newsletter mentions	2	2				1		
Press Release Mentions	1	1	1	1				
Online event listing mentions	1	1	2	1	1			
Fresh Air: Midtown Parks social media mentions (@exploremidtownparks)			5			4		
Midtown Love social media mentions (@exploremidtown)	10	8	1	4	1	1	1	
Midtown Love Webpage	Logo	Logo	Mention	Mention	Mention	Mention	Mention	
Midtown Parks Webpage	Mention	Mention	Mention		Mention	Mention		
Included on Promotional Materials								
Midtown Love Title Event Signage								
Named Midtown Love event section								
Custom Signage near Midtown Love activity area								
Midtown Love Welcome Wall Signage	Logo	Logo	Mention					
10x10 booth at Fresh Air: Midtown Parks programming	4	4	4	1	1	1		
Tabling Opportunity at Midtown Love								
Recognition at Midtown Love (Emcee)	3	2						
Recognition at Board Meeting	2	2						
Midtown Love Tickets	20	10	6	4	4	4	4	1





MIDTOWN  
*Farmers Market*  
SACRAMENTO

YANEZ FAR  
Sacramento, CA



# MIDTOWN FARMERS MARKET

EVERY SATURDAY | YEAR-ROUND | K AND 20TH STREETS

## OVERVIEW

Ranked as the #1 farmers markets in California and #3 farmers market in the nation in the 2024 America's Farmers Market Celebration, 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 farmers market as well as continue to bring special programming such as live music, kids' activities, art pop-ups, and more.

## IMPACT

**200K+**

Annual  
Visitors

**200+**

Market  
Vendors

**32K+**

Website  
Views

**1.8M+**

Social Media  
Impressions



**RANKED #1 FARMERS MARKET  
IN CALIFORNIA**



**RANKED #3 FARMERS MARKET  
IN THE UNITED STATES**

In the 2024 America's Farmers Market Celebration





# MIDTOWN FARMERS MARKET

## Sponsorship Opportunities

### Benefits

	<b>Title</b> \$15,000 (1 Available)	<b>Presenting</b> \$10,000 (2 Available)	<b>Live Music</b> \$8,000 (2 Available)	<b>Adopt-a-Block</b> \$7,500 (6 Available)	<b>Second Saturday</b> \$6,000 (2 Available)	<b>Activity</b> \$5,000 (5 Available)	<b>Mobility</b> \$3,500 (2 Available)	<b>Supporting</b> \$2,500 (5 Available)	<b>Holiday Activity</b> \$2,500 (1 Available)	<b>Community</b> \$1,000 (Unlimited Available)
Midtown Farmers Market Title Naming Rights										
Listed as Midtown Farmers Market Presented by...										
Naming rights to a market section in all communications										
Included in Midtown Farmers Market Instagram Bio										
Included in Midtown Farmers Market Facebook header image										
Press release mentions	4	4	4	4	4	4	2	2	1	
E-newsletter mentions	2	2	2	2	1	2	2	2	2	1
Social media mentions	10	8	8	8	6	6	4	4	4	3
Midtown Farmers Market Webpage	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Mention
Logo on Iconic Midtown Farmers Market wooden signs										
Included on promotional materials										
Included on A-frame signage at market			Logo	Mention	Logo	Mention	Mention			
Sponsor related promotional material										
Activation in recognition of your company										
Recognition at Midtown Association Board Meeting										
10x10 booth at Midtown Farmers Market	8	8	8	8	4	3	2	1	1	1

# Midtown Street Banner Program

LIFE IS WORTH THE WAIT.

Always Expect a Train.



UP CARES  
[UnionPacificCares.com](http://UnionPacificCares.com)





# MIDTOWN STREET BANNER PROGRAM

J STREET AND 16TH STREET CORRIDORS | YEAR-ROUND

## OVERVIEW

Promote your upcoming event or educational institution with vibrant street banners along the J Street or 16th Street corridors. Over 17K impressions are made daily, making 1M+ passerby impressions over a 60-day period and 6.2M+ for an annual commitment. Additional exposure for the banners comes from digital promotions and press releases for potential media coverage. Through Midtown Association's Street Banner Program, 37 ornamental poles are available for rent along J Street between 20th and 27th Streets and 40 poles are available on 16th Street between C and Q Streets. Ornamental poles allow for banners that are 24" in width and 36" in length. The banner size and placement allow for high visibility from pedestrian and vehicle traffic alike.

## IMPACT

**17K**  
Daily Impressions

**1M+**  
Impressions in 60 Days

**37**  
Banners on J Street

**7**  
Visible Blocks on J Street

**28**  
Banners at Midtown Parks

**40**  
Banners on 16th Street

**13**  
Visible Blocks on 16th Street



# MIDTOWN STREET BANNER PROGRAM

Sponsorship Opportunities

## Benefits

	<b>16th Street (New Banners)</b> \$25,000	<b>Midtown Parks (New Banners)</b> \$10,000	<b>J Street (New Banners)</b> \$8,000	<b>J Street (Existing Banners)</b> \$5,500
One year installation of 40 double-sided banners on 16th Street				
Printing of 40 double-sided banners				
One year installation of 28 double-sided banners and Fremont and Winn Parks				
Printing of 28 double-sided banners				
60-day installation of 37 double-sided banners on J Street				
Printing of 37 double-sided banners				
Press Release Mentions	1	1	1	1
E-newsletter Mentions				
Social Media Mentions	4	10	2	1
Mention on Explore Midtown webpage				
Recognition at Midtown Association Board Meeting				



# IMPACT

For 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 like yours thrive, residents flourish, and visitors feel the pulse of our dynamic community.

# SPONSOR TODAY

Email Amanda Sawasy, Associate Director of Events & Markets at [amanda@exploremidtown.org](mailto:amanda@exploremidtown.org) or call the Midtown Association at 916-442-1500 to get started.