



2025 BUSINESS TOOLKIT

OVERVIEW

In May - October of 2024, Midtown Association's Midtown Second Saturdays attracted nearly 70K visitors to take part in 118 events and attractions, garnering more than 1.1M social media impressions and \$88.3K worth of publicity value. We saw dynamic block parties, family-friendly concerts at our Midtown Parks, mesmerizing art shows at our galleries, pop-up art installations, and more. We also introduced newly curated art walks that had 2.8K RSVPs with countless additional visitors finding the route from its brightly colored sidewalk stencils.

In 2025, our commitment is to build on the success of 2024's programming as we continue to bring alive our Midtown streets every Second Saturday and delight Midtown visitors with art, music, food, and entertainment. To do so, we need our local businesses – the heart of Midtown – to join the Second Saturday movement.

GET INVOLVED

With over 10K monthly visitors flocking to Midtown for Second Saturday in the months of May - October, local businesses 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. Email amanda@exploremidtown.org to become a sponsor today.

> HOST A SECOND SATURDAY EVENT

Be part of the Second Saturday movement and host your own event on Second Saturday 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! Additionally, each Second Saturday 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 **scan the QR code**.





2025 BUSINESS TOOLKIT

> JOIN OUR ART WALK

In 2025, the monthly Midtown Second Saturday Art Walk will introduce a new theme every month that aims to uplift Midtown's diverse artist and business community. 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 learn more and submit an application by **scanning the QR code**.



DIGITAL PROMOTIONS

> 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 the website's event calendar.

> SOCIAL MEDIA

Midtown Association will be sharing Second Saturday content through all social media channels. Follow and tag us [@exploremidtown](https://twitter.com/exploremidtown) and use hashtags [#MidtownSecondSaturday](https://twitter.com/hashtag/MidtownSecondSaturday) and [#ExploreMidtown](https://twitter.com/hashtag/ExploreMidtown) for a chance to be featured.

> GRAPHICS, LOGOS AND PHOTOS

We encourage all businesses to utilize our digital assets for their own Second Saturday promotions. To download social media graphics, photos, and Second Saturday logos, scan the **QR code**.



MORE INFORMATION

The Midtown Association team is here to help! For questions about communications or promotional assets, contact Vince Marchese, Associate Director of Communications, at vince@exploremidtown.org. For sponsorship or programming questions, contact Amanda Sawasy, Associate Director of Events & Markets, amanda@exploremidtown.org.