

# MIDTOWN LOVE 2025 RECAP REPORT



## EVENT OVERVIEW

May 10, 2025, marked a milestone for Midtown Association as the organization celebrated its 40th anniversary during the annual Midtown Love fundraiser. Formerly known as the Midtown Mini Midtown Love, this signature event is a vibrant celebration of the arts and Sacramento's creative community. This year's event honored 40 Midtown Visionaries for their lasting contributions to the neighborhood and welcomed nearly 500 attendees for an evening of connection and creativity. Highlights included interactive art, live performances, culinary offerings, the Adopt-a-Duck raffle, and a preview of large-scale installations coming to Midtown August-September as part of the Urban Dreams Art Experience.

The evening also marked the launch of the 2025 Midtown Second Saturday season. Thanks to the generosity of sponsors, guests, and donors, **\$84.1K** was raised to support Midtown Second Saturday programming, small business services, and investments in parks and public spaces.

## IMPACTFUL METRICS

<b>478</b> Attendees	<b>\$84.1K</b> Total Funds Raised	<b>\$14.3K</b> Ticket and Raffle Funds Raised
<b>13</b> Artists Engaged	<b>52</b> Number of Sponsors	<b>1.6K</b> Website Views
<b>4.4K</b> Eblast Opens	<b>20</b> Social Media Posts	<b>12.6K</b> Social Media Impressions

## VIDEO RECAP

Videography services by [GreyDot Media](#)



## MIDTOWN LOVE 2025 PHOTOS

To find more photos check out the [full Midtown Love photo gallery!](#)



## SPONSORS

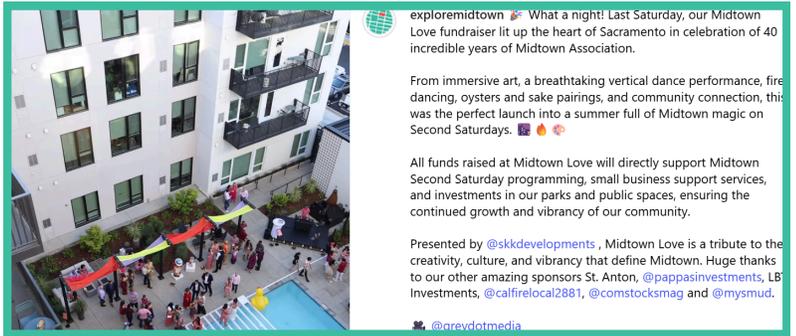
Thank you to our 2025 Midtown Love sponsors who help bring culture, creativity, and vibrancy to Midtown. View a full list of event sponsors: [exploremidtown.org/midtownlove/](https://exploremidtown.org/midtownlove/)

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## SOCIAL MEDIA PROMOTION

Click the thumbnail to view examples of social media posts.



## NEWSLETTER

Click the thumbnail to view newsletter.



## BLOG

Click the thumbnail to view blog.



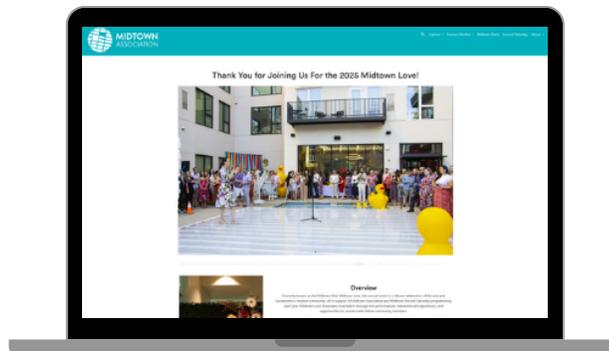
## MEDIA SEGMENT

Click the thumbnail to view segment.



## MIDTOWN LOVE WEBPAGE

Click the thumbnail to view webpage.



**SAVE THE DATE: MIDTOWN LOVE RETURNS ON MAY 9, 2026!**  
Join us for another unforgettable evening of art, community, and celebration.