

# MIDTOWN MINI, MIDTOWN LOVE RECAP REPORT: 2021



## EVENT OVERVIEW

For the first time, Midtown Parks and Midtown Association joined forces to host two fundraising events in one, Midtown Mini followed by the Midtown Love. Held on Thursday, September 16 from 5 to 9 pm, the event took place in the heart of Midtown on 20th Street between L and K Streets and at Faces Nightclub.

Presented by LEXE Boutique, participants enjoyed a two-hour mini-golf tournament with over thirty hosted golf holes, live music and art, coconut cocktails, games, food, and raffle tickets. Guests then enjoyed an evening at Faces Nightclub where there was live entertainment, mermaids, face painting, food, drinks, drag queens, and more during the evening.

All attendees received an opportunity to win grand prizes that included a day-trip with five friends on a private plane to a west coast destination of their choice courtesy of Studio W Architects, and an entire suite at a future Sacramento Kings game courtesy of Sutter Health!

In addition to the grand prizes, attendees also had the opportunity to compete for the Golden Sweater Vest Trophy, presented by SKK Developments, which was awarded to the best-dressed golf team which was

## THE CAUSE

There has never been a more critical time to support our Midtown small businesses, parks, and public spaces which are the backbone of our community. Your sponsorships for this event continually fund and support the following activations and programs:

**254K** Midtown Farmers Market and Wednesdays at Winn Farmers Market attendees per year

**100+** Health and wellness activities in parks with over 1.2K attendees

**170+** Homeless individuals housed through Midtown Association support

**34** Restaurants supported through Farm to Fork AI Fresco patio infrastructure

**\$60K** In dynamic lighting investments at key activity centers

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## SPONSORS

Thanks to our sponsors, the 2021 Midtown Mini followed by the Midtown Love event received **\$79,430** in sponsorship dollars. [Click here](#) to view a full list of event sponsors on the Midtown Mini, Midtown Love webpage.

## EVENT PROMOTION

### Social Media Sampling

[Facebook Post 9/10/21](#)

[Instagram Post 9/10/21](#)

To view additional social media content and sponsor-specific social media posts, please visit @ExploreMidtown on [Instagram](#), [Twitter](#), and [Facebook](#).

### Media Sampling

[The Sacramento Midtown Mini/Midtown Love Celebration - CBS 13 Sacramento](#)  
[Midtown Mini - Studio40 LIVE](#)

## EVENT METRICS

<b>\$79.4K</b>	Sponsorship dollars raised
<b>360+</b>	Attendees
<b>246.1K</b>	Reach on Social Media
<b>37</b>	@ExploreMidtown Social Media Posts
<b>98+</b>	Posts from Attendees Social Media
<b>35</b>	Golf Holes
<b>16.1K</b>	Media Ad Value
<b>1.2K</b>	Webpage Views

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## PHOTOS

Click [here](#) and [here](#) to view and download photos from the event.

