



MIDTOWN SACRAMENTO

2026 SPONSORSHIP OPPORTUNITIES





KEY METRICS

THE PEOPLE OF MIDTOWN

AS OF JULY 2025

15.3M

Average Annual
Visitors

25.5K

Employees

21K

Residents

2.2K

Businesses

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

OUR REACH

ANNUAL AVERAGES

8M+

Social media
impressions

\$7M+

Calculated
publicity value

275K+

Attendees for
hosted events

224K+

Website views

160+

Events and
programs hosted



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



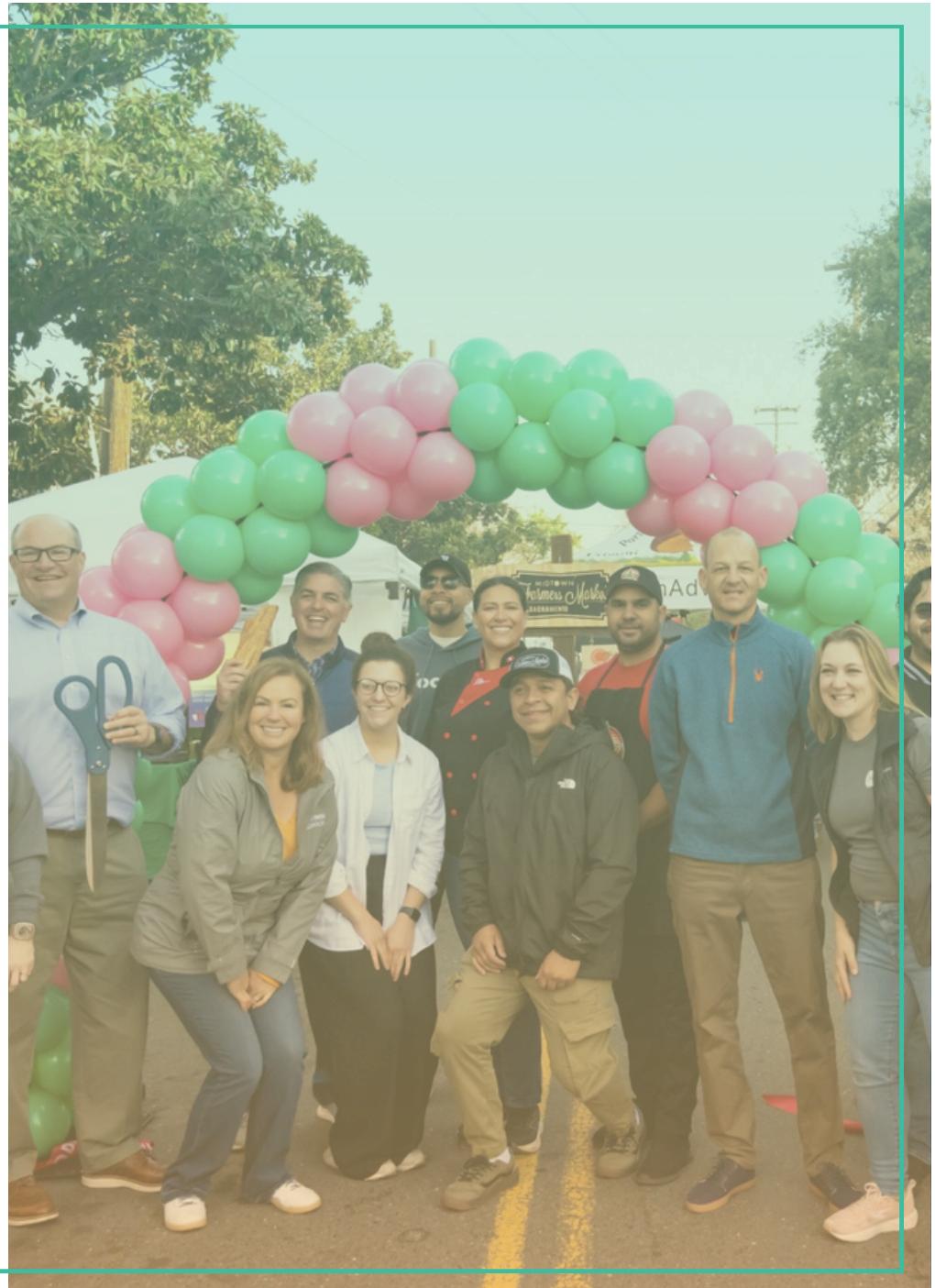
NETWORKING

- 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
Farmer's Market
SACRAMENTO



MIDTOWN FARMERS MARKET

EVERY SATURDAY | YEAR-ROUND

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 **220** vendors and spanning **six** 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.

IN 2024



3.3M

Digital Impressions



\$2.5M

Annual Economic Impact



146K+

Market Attendees



220+

Vendors

**RANKED #1
FARMERS
MARKET
IN CALIFORNIA**



Title Sponsor

Your brand is front and center as the official market sponsor.

- Naming rights in all press releases and social media posts
- Logo included on all market signage (including the iconic wooden sign and block signage)

Example: "(Your Company's) Midtown Farmers Market is open 8 a.m. to 1 p.m."

Sustainability Sponsor NEW!

Show your commitment to a greener community.

- Logo placement on reusable market bags, compost bins, or zero-waste station signage
- Support for sustainability programs like waste diversion and "bring your own container" initiatives

Example: "Thanks to (Your Company), we're reducing waste at the Midtown Farmers Market every weekend."

Seasonal Activity Sponsor

Bring themed celebrations to life at the market.

- Support for special events during holidays, National Farmers Market Week, or seasonal festivals
- Opportunities for interactive activations like pumpkin decorating or herb planting stations

Example: "Celebrate fall harvest with pumpkin decorating sponsored by (Your Company)."

Presenting Sponsor

Your brand is showcased as the market's presenting partner.

- Listed as Midtown Farmers Market Presented by...
- Designated sponsor for weekly music in Market Square or local chef cooking demonstrations

Example: "Join us this Saturday for live music presented by (Your Company)."

Experience Sponsor

Create a memorable on-site experience for market visitors.

- Branded stations such as a water refill station, cooling station with misters, pop-up dog park, or sunscreen station
- Visible signage and interactive engagement opportunities

Example: "Cool off at the (Your Company) misting station."

Wellness Sponsor

Promote health, wellness, and the arts at the market.

- Sponsorship of activities like yoga classes or performance art
- Your brand featured in programs and related promotions

Example: "Join us for free yoga at the Midtown Farmers Market, sponsored by (Your Company)."

Adopt- A- Block Sponsor

Align your brand with one of the market's seven themed blocks.

- Visible signage and themed activation in your chosen block
- Opportunity to create unique experiences like wine tastings or maker showcases

Example: "Visit Culinary Corridor for wine tastings sponsored by (Your Company)."

Mobility Sponsor

Help visitors arrive car-free to the market.

- Sponsor bike valet or scooter parking with branded signage
- Recognition for supporting sustainable transportation

Example: "Ride your bike to the Midtown Farmers Market and park with bike valet courtesy of (Your Company)."

Community Sponsor

Support vital behind-the-scenes programs.

- Recognition for supporting the people who make the market possible.

MIDTOWN FARMERS MARKET



Sponsorship Levels and Benefits	Title \$20,000 1 available	Presenting \$15,000 2 available	Adopt-a-Block \$7,500 7 available	Sustainability \$6,000 2 available	Experience \$5,000 5 available	Mobility \$3,500 2 available	Seasonal Activity \$3,000 4 available	Wellness \$2,500 5 available	Community \$1,000 Unlimited
Midtown Farmers Market Title Naming Rights	✓								
Listed as Midtown Farmers Market Presented by...		✓							
Market “block” naming rights	✓	✓	✓						
Mention in “featured vendor” digital promotion campaign	✓	✓							
Included in Midtown Farmers Market Instagram bio	✓								
Included in Midtown Farmers Market Facebook header image	✓								
E-newsletter mentions	2	2	2	1	2	2	2	2	1
Social media mentions	10	8	8	6	6	4	4	4	1
Midtown Farmers Market webpage inclusion	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Mention
Logo on iconic Midtown Farmers Market wooden signs	✓	✓							
Inclusion on a-frame signage	Mention	Mention	Mention	Logo	Mention	Mention			
Branded promotional item (50-100 items for market giveaways)	✓	✓	✓	✓					
Activation in recognition of your company	✓	✓	✓		✓	✓	✓	✓	✓
Included in market map									
10' x 10' booth at market	8	8	8	4	3	2	1	1	1

MIDTOWN. SACRAMENTO

SECOND
SATURDAY
2026





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 in the months of 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. Nearly **70K** people come from all over Sacramento and beyond to partake in this renowned Sacramento tradition during this six month period of programming.

IN 2024



1.2M

Digital Impressions



68.4K+

Annual Attendees



118

Events and Attractions



57

Earned Media Stories



MIDTOWN SECOND SATURDAY



Sponsorship Levels and Benefits	Title \$25,000 1 available	Presenting \$15,000 10 available	Live Midtown \$7,500 10 available	Beer,Wine & Spirit \$6,000 3 available	Hotel \$5,000 2 available	Activity \$5,000 12 available	Afterparty \$2,500 1 available	Friend of the Arts \$1,000 Unlimited
Midtown Second Saturday Title Naming Rights	✓							
Listed as Midtown Second Saturday Presented by...		✓						
Instagram reel feature	2						1	
E-newsletter mentions	6	5	1					
Social media mentions	25	15	7	6	4	4	1	
Online event listing mentions (ex. Sac365)	6	1	1	1	1	1		
Featured Artist of the Month blog mentions	6	6	6					
Listed as featured destination on event map					✓		✓	
Midtown Second Saturday Webpage inclusion	Logo	Logo	Logo	Logo	Mention	Mention	Mention	Mention
Included on printed marketing materials (ex. rack cards)	✓	✓		✓	✓			
Branded promotional item (50-100 branded items for event giveaways)	✓			✓				
Midtown Second Saturday sign or banner inclusion	Logo	Logo	Logo	Mention	Mention	Mention	Mention	Mention
Activation-specific sign or banner inclusion				Logo				
Activation in recognition of your company		1	1		6	6	1	1
10'x10' booth on Midtown Second Saturday	4	2	1	6		2		
Featured in hotel partner section of webpage					✓			
Opportunity to present at committee meeting				4				
Midtown Love Tickets	10	8	6	4	2	2	2	



midtown
love



MIDTOWN LOVE

MAY 8, 2026 | 6 - 9 P.M.

OVERVIEW

Midtown Love is an unforgettable evening that will bring Sacramento's creative spirit to life under the twilight sky at Fremont Park. Surrounded by vibrant art, music, and community, this gathering, previously held at The Mansion Apartments, celebrates the soul of Midtown, and serves as a fundraiser to support its thriving small businesses, beloved public spaces, and the artists who give it color and joy. This night marks the launch of the 2026 Second Saturday season and the debut of Fremont Bloom, a whimsical new placemaking installation of illuminated poppy sculptures symbolizing resilience, creativity, and growth. More than just a celebration, Midtown Love is a rallying call to invest in the future of Midtown's cultural heartbeat through art, placemaking, and year-round connection.

IN 2025



\$84.1K

Total Funds Raised



\$14.3K

Tickets and Raffle Funds Raised



18.6K

Digital Impressions



478

Event Attendees



Sponsorship Levels and Benefits	Presenting \$10,000 1 available	Activity \$5,000 5 available	Supporting \$7,500 5 available	Artist \$1,550 30 available	Ticket 4-Pack \$755 50 available
Listed as Midtown Love presented by...	✓				
E-newsletter mention	✓	✓			
Online event listing mentions (Sac365)	✓	✓	✓		
Social media mentions	6	4			
Midtown Love Webpage inclusion	Logo	Logo	Logo	Mention	Mention
Inclusion on Run of Show (ex. signage or flyer)	Mention				
Named event section with custom signage near activity area	✓	✓	✓		
Mention on Artist Banner	✓	✓	✓	✓	
Welcome Wall Signage inclusion	Logo	Logo	Mention	Mention	
Recognition in program by emcee	2	2	1		
Event tickets	20	10	4	4	4



A group of people are practicing yoga in a park. They are standing on green grass, facing towards the left. The people are in various yoga poses, with their arms raised. In the background, there are trees, a building, and a car. The sky is clear and blue.

FRESH AIR: MIDTOWN PARKS



FRESH AIR:
MIDTOWN PARKS

Midtown
Parks

FRESH AIR: MIDTOWN PARKS

APRIL - SEPTEMBER

OVERVIEW

Midtown Parks 501(c)(3) whose mission is to increase health and community engagement by investing in Midtown's six parks: Fremont Park, Marshall Park, Sutter's Fort, Muir Park, Truitt Bark Park, and Winn Park. Fresh Air: Midtown Parks is a series of free weekly health and wellness activities designed to encourage an active and mindful lifestyle, supporting the health of our community from April-September at every park except Truitt Bark Park. Every year, these free fitness classes help thousands of people get outdoors, improve their health, and connect with others, all at no cost. Funds raised for Midtown Park support the well-being of the community by creating centrally located public spaces that provide opportunities for recreation, leisure, and to build relationships with neighbors.

IN 2024



112

Classes
Provided



4K+

Class
Attendees



238K

Digital
Impressions
(Midtown Parks)



5

Parks
Activated



FRESH AIR: MIDTOWN PARKS



Sponsorship Levels and Benefits	Title \$10,000 1 available	Community \$3,500 10 available	Supporting \$2,500 5 available	Friend of Midtown Parks \$1,550 Unlimited
Title Naming Rights	✓			
28 Custom double-sided banners (Installed at Fremont Park and Winn Park for the season)	✓			
E-newsletter mentions	4	2	1	1
Online event listing mentions (ex. Sac365)	✓	✓	✓	
Fresh Air :Midtown Parks social media mentions (@exploremidtownparks)	8	8	6	2
Midtown Parks Webpage inclusion	Logo	Logo	Logo	Logo
Branded promotional item (50-100 branded items for event giveaways)	✓	✓		
Logo on A-frame signage	✓	✓	✓	✓
10'x10' booth at Fresh Air: Midtown Parks programming	4	2	2	1

STREET BANNER PROGRAM



LIFE
IS WORTH
THE WAIT.



UP CARES
UnionPacificCares.com

STREET BANNER PROGRAM

J STREET AND 16TH STREET CORRIDORS

OVERVIEW

Promote your upcoming event or educational institution with vibrant street banners along the J Street or 16th Street corridors. Over **31K** impressions are made daily on 16th Street and **17K** are made daily on 16th Street, making for **1.9M** and **1M+** passerby impressions over a 60-day period respectively. 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.

IN 2024

**31K**

16th Street Daily Impressions

**40**

16th Street Banners

**17K**

J Street Daily Impressions

**37**

J Street Banners



STREET BANNER PROGRAM

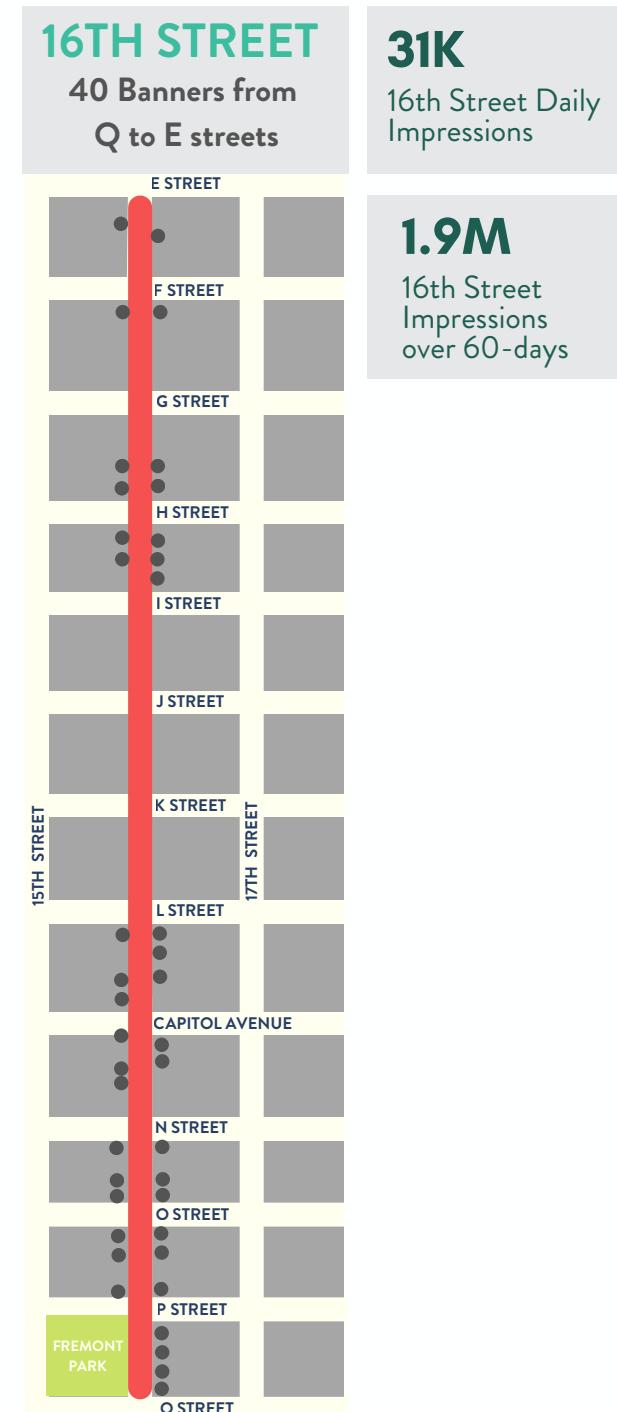


Sponsorship Levels and Benefits	New Banners \$9,000 5 placement campaigns available	Existing Banners \$6,000 Unlimited
40 double-sided banners, installed for 60-days	✓	✓
40 custom double-sided banners (Printing)	✓	
Social media mentions	1	1
Explore Midtown or Midtown Parks webpage (Mention)	✓	✓



17K
J Street Daily Impressions

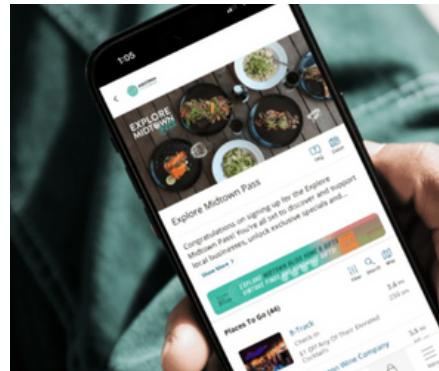
1M+
J Street Impressions over 60-days



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 **1.2K** 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

Ready to become a sponsor or have questions about a customized benefits package?

Contact Associate Director of Communications, Vince Marchese at vince@exploremidtown.org or 916-442-1500 to get started.