



2026 BUSINESS TOOLKIT

OVERVIEW

In May - October of 2025, Midtown Association's Midtown Second Saturdays attracted **53.3K** visitors to the district to take part in **77** events and attractions, garnering nearly **1.5M** digital impressions and more than **50** unique media stories. We saw art walks highlighting shows at our galleries, live performances, pop-up art markets, a large-scale public art installation through the *Urban Dreams Art Experience*, and so much more.

In 2026, our commitment is to build on the success of 2025's promotions and programming as we continue to bring alive our streets every Second Saturday in the months of May - October to delight Midtown visitors with art, music, food, and entertainment. To do so, we need the heart of Midtown - our local galleries, venues and businesses - to join the Second Saturday movement.

GET INVOLVED

With a **14%** increase in visitors coming 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. Businesses can learn more about how to get involved below or on our Resources page by scanning the QR code or clicking [here](#).



> BECOME A SPONSOR

Become a sponsor of Midtown Second Saturday, an immersive all-day arts celebration every Second Saturday May - October. When you become a sponsor, you play a pivotal role in supporting our local arts community. Email vince@exploremidtown.org to become a sponsor today.

> JOIN OUR MONTHLY MEETINGS

Ahead of each Second Saturday, there will be monthly meetings hosted at the Midtown Association office (1401 21st Street, Unit A). These meetings are a chance to collaborate and let us know how we can help your planning and promotion efforts. We invite you to come learn more about what this season has in store, with an opportunity for you to share details about what you have planned so that our team can capture that information for promotional purposes. To learn more and RSVP, scan the QR code or click [here](#)





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➤ HOST A SECOND SATURDAY EVENT

Midtown Association can help facilitate artist or musician booking in your space. Each month, a limited number of businesses can receive stipends of up to \$150 per artist or musician booking on Second Saturdays*. Businesses can express interest by filling out a Business Activation Sign Up Form by scanning the QR code or clicking [here](#).



** Priority given to businesses that attend the monthly engagement meeting or are located in the Midtown Sutter and Midtown Central business improvement districts*

➤ TAKE ADVANTAGE OF THE ENTERTAINMENT PERMIT EXEMPTION

Between 12 and 8 p.m., businesses authorized by the Midtown Association can provide entertainment, including live music, regardless of whether or not they hold an entertainment permit. Businesses interested in this exemption can scan QR code or click [here](#).



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:

- Event details can be added to the Sac 365 calendar at sacramento365.com/login/
- When submitting, select the category "2nd Saturday" to ensure inclusion on our website's event calendar.

➤ SOCIAL MEDIA

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

➤ GRAPHICS REQUESTS

Looking to have your event promoted with one of our branded Midtown Second Saturday templates or want to help promote some of the other happenings in the district? Send an email to bailey@exploremidtown.org.

MORE INFORMATION

We are here to help! For any additional questions, contact Vince Marchese, Associate Director of Communications, at vince@exploremidtown.org.

