



MIDTOWN SACRAMENTO

2027 SPONSORSHIP OPPORTUNITIES



MIDTOWN
ASSOCIATION

*Midtown
Parks*



KEY METRICS

THE PEOPLE OF MIDTOWN

DISTRICT DATA

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
Farmers Market
SACRAMENTO



MIDTOWN FARMERS MARKET

EVERY SATURDAY | APRIL 1, 2027 - MARCH 31, 2028

OVERVIEW

Ranked as **the #1 farmers market in California and Southwest region and #3 farmers market in the nation in 2025** as part of 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.

ANNUAL IMPACT



3.8M

Social Media Impressions



\$6.6M

Annual Economic Impact



220K

Market Attendees



220+

Vendors



Sponsorship Levels and Benefits	Title \$25,000 1 available	Presenting \$15,000 2 available	Adopt-a Block \$7,500 6 available	Activity \$5,000 4 available	Community \$2,500 Unlimited
Listed as (Your Company's) Midtown Farmers Market	✓				
Listed as Midtown Farmers Market Presented by (Your Company)		✓			
Naming rights to a market section in all communications		✓	✓		
Mention in Midtown Farmers Market Instagram bio	✓				
Logo inclusion in Midtown Farmers Market Facebook header image	✓				
E-newsletter mentions	4	2	2	1	1
Social media mentions	12	8	6	2	2
Inclusion on Midtown Farmers Market webpage	Logo	Logo	Logo	Logo	Mention
Logo inclusion on iconic Midtown Farmers Market wooden signs	✓	✓			
Logo inclusion on decorative wooden sign	✓				
Inclusion on A-frame signage	Logo	Logo	Logo	Logo	
Branded promotional item (50-100 items for market giveaways)	✓	✓	✓		✓
Opportunity for 10'x10' booth at Midtown Farmers Market	4	4	2	2	1



**40 ARTISTS OF
MIDTOWN**
THE PHILHARMONIK
MUSICIAN



16M
ARTS DISTRICT

**40 ARTISTS OF
MIDTOWN**

JOHN HORTON
ARTIST, MURALIST



**40 ARTISTS OF
MIDTOWN**

SARAH HARRIS



**40 ARTISTS OF
MIDTOWN**

JOHN HORTON



**40 ARTISTS OF
MIDTOWN**

JOHN HORTON



**40 ARTISTS OF
MIDTOWN**

FRANCESKA GÁMEZ
ARTIST, MURALIST



**40 ARTISTS OF
MIDTOWN**

TINSEL TEASE
MUSIC PERFORMER





MIDTOWN SECOND SATURDAY

EVERY SECOND SATURDAY | JANUARY 1 - DECEMBER 31, 2027

OVERVIEW

Become a partner of Midtown Second Saturday, an immersive all-day arts celebration occurring every second Saturday of the month. This event series showcases a vibrant tapestry of local artists, businesses, galleries, live music, dynamic parties, family-oriented activities, and much more all across Midtown. 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. Previously limited to the months of May–October, Midtown Second Saturday will expand to provide promotions and event support every month in 2027.

ANNUAL IMPACT



1.6M
Digital Impressions



53K+
Annual Attendees



100+
Events and Attractions



\$275K+
Earned Media Publicity Value



MIDTOWN SECOND SATURDAY

Payment must be received by December 31, 2026 to receive all benefits



Sponsorship Levels and Benefits	Title \$25,000 1 available	Presenting \$15,000 2 available	Activity \$5,000 8 available	Community \$2,500 10 available	Friend of the Arts \$1,000 Unlimited
Listed as (Your Company's) Midtown Second Saturday	✓				
Listed as Midtown Second Saturday presented by (Your Company)		✓			
Instagram reel feature	✓			✓	
E-newsletter mentions	6	6	2		
Social media mentions	6	6	2	1	
Online event listings	Logo	Logo	Mention		
Mentions in featured artist of the month blog	6	4			
Inclusion on digital event map			✓		
Inclusion on Midtown Second Saturday Webpage	Logo	Logo	Logo	Mention	Mention
Logo inclusion on a piece of promotional material (rack cards, flyers, etc)	✓	✓			
Branded promotional item (50-100 branded items for event giveaways)	✓				
Opportunity for 10'x10' booth at Midtown Second Saturday programming	4	4			1
Hosted or Sponsored Activation			2	1	
Midtown Love Tickets	10	8	4	2	2

A vibrant outdoor event scene with a large crowd of people in a park-like setting. The ground is covered in orange carpeting. Several large, illuminated orange flower-shaped light fixtures are scattered throughout the scene. People are gathered around small round wooden tables, some sitting on grey sofas. In the background, there are white food trucks and lush green trees. The overall atmosphere is festive and social.

Midtown Love



MIDTOWN LOVE

THURSDAY, MAY 13, 2027 | 6-9 P.M.

OVERVIEW

Midtown Love is an unforgettable evening that brings Sacramento's creative spirit to life under the twilight sky at Fremont Park. Surrounded by vibrant art, music, and community, this gathering celebrates the soul of Midtown, and serves as a fundraiser to support investments into its parks and public spaces through the Midtown Parks 501(c)(3). This night marks the second annual installation of *Fremont Park Bloom*, a whimsical 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.

2026 IMPACT



\$79.3K

Total Funds
Raised



\$9.9K

Tickets and Raffle
Funds Raised



90K

Digital and Earned
Media Impressions



500+

Event
Attendees



Sponsorship Levels and Benefits	Presenting \$10,000 1 available	Activity \$5,000 8 available	Community \$2,500 20 available	Ticket 4-Pack \$1,000 15 available
Listed as Midtown Love presented by (Your Company)	✓			
Branded VIP tables reserved for 6 guests	4			
E-newsletter mentions	4	1		
Online event listing mention	Logo	Mention		
Social media mentions	4	2		
Inclusion on Midtown Love Webpage	Logo	Logo	Logo	Mention
Logo inclusion on run of show	✓			
Named event section with custom signage near activity area	✓	✓		
Inclusion on banner walkway signage	Logo	Logo	Mention	
Inclusion on welcome wall presentation	Logo	Logo	Mention	Mention
Logo inclusion on cocktail tabletop sign		✓		
Recognition in program	2	1		
Inclusion on Fresh Air: Midtown Parks webpage	Logo			
Logo inclusion on a piece of promotional material for Fresh Air: Midtown Parks (rack cards, flyers, etc)	Logo			
Logo inclusion on Fresh: Air Midtown Parks signage	Logo			
Event tickets	24	8	6	4



FREMONT PARK

BLOOM

FREMONT PARK BLOOM

MAY - JUNE

OVERVIEW

Fremont Park Bloom is a vibrant outdoor art installation transforming one of Midtown's most beloved green spaces into a glowing garden of creativity for more than 40 days running from May-June. Featuring towering 6-9-foot illuminated poppy sculptures inspired by California's state flower, the installation, designed by Atlas Lab and local sculptural artist Gina Rossi, brings bold color, light, and artistic expression to the heart of Midtown for a striking visual experience both day and night. In 2026, visitors experienced programming throughout the installation's run including an art market, silent disco, car show, live music, weekly yoga, and picnic days.

2026 IMPACT



500K+

Organic Digital
Media Impressions



58.5K

Total
Visitors



\$108.8K

Calculated
Publicity Value



5.3K

Event
Attendees



FREMONT PARK BLOOM

Payment must be received by March 31, 2027 to receive all benefits



Sponsorship Levels and Benefits	Title \$25,000 1 available	Presenting \$15,000 2 available	Activity \$5,000 6 available	Community \$2,500 8 available
Listed as (Your Company's) <i>Fremont Park Bloom</i>	✓			
Listed as <i>Fremont Park Bloom</i> Presented by (Your Company)		✓		
Branded VIP tables for 6 reserved at Midtown Love	2			
E-newsletter mentions	4	4	2	
Social media mentions	6	6	2	
Online event listings	Logo	Logo	Mention	
Mention in dedicated blog	✓	✓		
<i>Fremont Park Bloom</i> Webpage Inclusion	Logo	Logo	Logo	Mention
Logo inclusion on a piece of promotional material (rack cards, flyers, etc)	✓	✓		
Branded promotional item (50-100 branded items for event giveaways)	✓			
Logo inclusion on poppy petal	8	6	1	1
Logo inclusion on adirondack chairs	✓			
Logo inclusion on benches			✓	
Logo inclusion on flower pots	✓	✓		
Logo inclusion on installation banner and signage	✓	✓	✓	
Inclusion on Midtown Love Welcome wall presentation	Logo	Logo	Mention	Mention
Recognition in Midtown Love program	2			
Opportunity for 10'x10' booth at <i>Fremont Park Bloom</i> events	4	4		
Midtown Love event tickets	12	10	4	2

STREET BANNER PROGRAM



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 J 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

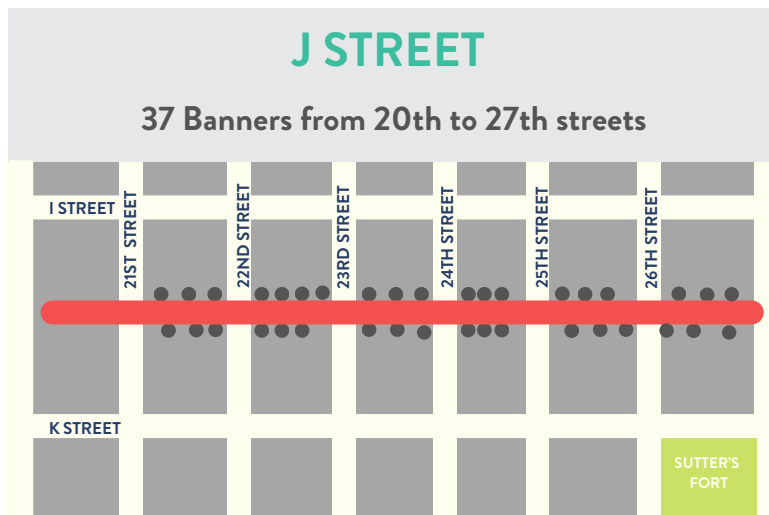
**31K**16th Street Daily
Impressions**40**16th Street
Banners**17K**J Street Daily
Impressions**37**J Street
Banners

STREET BANNER PROGRAM

Payment must be received 120 days prior to installation to receive all benefits



Sponsorship Levels and Benefits	New Banners \$9,000 5 placement campaigns available	Existing Banners \$6,000 Unlimited
Installation of up to 40 double-sided banners for 60 days	✓	✓
Printing of up to 40 custom double-sided banners	✓	
Press release mentions	1	1
Social media mentions	1	1
Logo on Explore Midtown or Midtown Parks webpage	✓	✓



17K
J Street Daily Impressions

1M+
J Street Impressions over 60-days



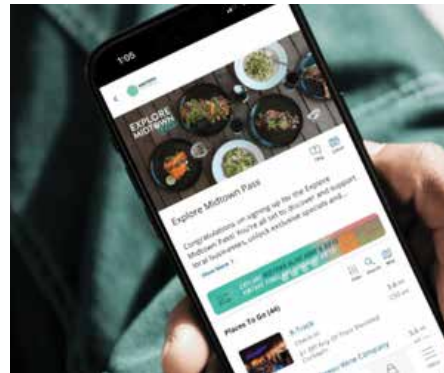
31K
16th Street Daily Impressions

1.9M
16th 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 property and business improvement districts, two restaurant districts, and seven active and growing parks.

By collaborating with visionary sponsors like you, Midtown Association propels its mission even further. Your invaluable support to the organization or its 501(c)(3) Midtown Parks 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 Development, Andrew Crotto at andrew@exploremidtown.org or 916-442-1500 to get started.