

Downtown Sacramento Events

2012 SPONSORSHIP PROGRAM



980 9th Street, Suite 400 • Sacramento, CA 95814 • (916) 442-8575
www.downtownsac.org

Downtown Events

Each year, Downtown Sacramento Partnership's events attract over 107,000 visitors to the heart of the region. Providing the ideal setting to connect with local audiences.



ABOUT US

The Downtown Sacramento Partnership (DSP) is a private, non-profit, Property Based Improvement District (PBID) dedicated to the improvement of the central business district. The organization provides a unified voice for the 176 property owners and over 400 retail businesses located within the 66-block district.

Our mission is to establish Downtown Sacramento as the vibrant business, cultural and entertainment destination in the Sacramento region through the effective private-public collaboration to benefit residents, visitors and investors.

For over 20 years, DSP has produced Downtown Sacramento's signature events including the Downtown Ice Rink, Concerts in the Park, State of Downtown and Farmers' Markets.

Learn more about us online at:
www.downtownsac.org

Contact:

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2012 CALENDAR OF EVENTS

Concerts in the Park

May 4 – July 27, 2012
Cesar Chavez Plaza
Est. Attendance: 58,500

Farm to Fork Dinner

April 28, 2012
Capitol Mall
Exp. Attendance: 200

Downtown Farmers' Markets

May – September 2012
Wednesdays at Cesar Chavez Plaza
Thursdays at Capitol Mall
Est. Attendance: 22,000

Downtown Ice Rink

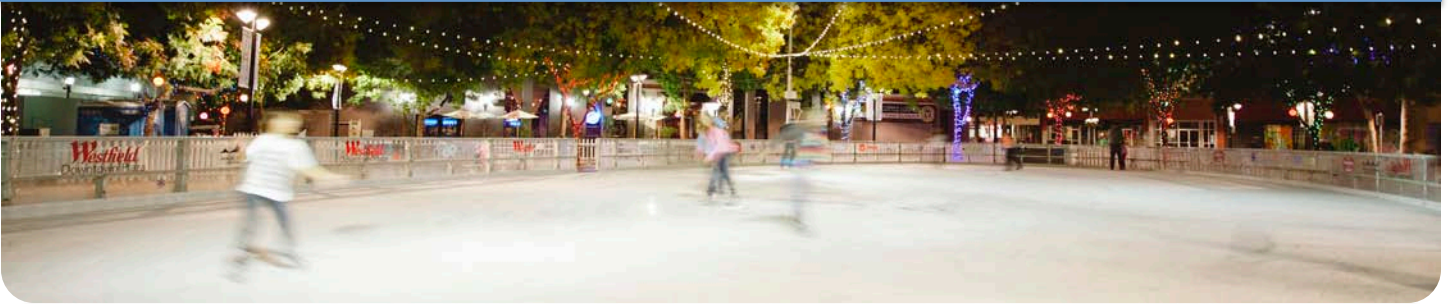
Nov 2, 2012 – Jan 21, 2013
St. Rose of Lima Park
Est. Attendance: 26,000

State of Downtown

January 2013 (Date TBD)
Memorial Auditorium
Est. Attendance: 500

Downtown Ice Rink

Sacramento's original outdoor ice rink continues to delight local families and children at this one-of-a-kind holiday destination.



EVENT OVERVIEW

Each holiday season, the DSP transforms a city park into an open air ice rink. The 7,000 square foot rink is open 7 days a week November through mid-January and can accommodate up to 150 skaters per session.

The ice rink celebrated it's 20th season Downtown in 2011 and continues to be a popular holiday destination with a total estimated attendance of 26,000.

EVENT SCHEDULE

Open daily November 2, 2012 through January 21, 2013.

Hours of Operation

Monday – Thursday: 2 pm – 8 pm

Friday – Saturday: 10 am – 10 pm

Sunday: 10 am – 8 pm

www.downtownsac.org/icerink



ICE RINK BY THE NUMBERS

The ice rink attracts on average 26,000 skaters plus their families during the holiday season.

- Total skaters: 26,000
- 43% of visitors live in Sacramento
- 57% of skaters are kids under 18

EVENTS & PROMOTION

The ice rink hosts many events and promotions to support community organizations from Family Skate Night to Veteran's Day to Theme Nights like Ugly Sweater Day or 80's Night, etc.

We'll work with you as an event sponsor to create and execute promotions at the rink.

SOCIAL MEDIA

We encourage visitors to post, tweet and connect with us on social media from Twitter and Facebook to our blog and Yelp listing.



Concerts in the Park

Celebrating live, local talent for over 20 years, the Concerts in the Park are Sacramento's hottest summer happy hour in town.



EVENT OVERVIEW

Every Friday Night during the summer, the Concerts in the Park rock Cesar Chavez Plaza with live music from local bands and DJs. The event is Sacramento's hottest summer happy hour and attracts an average of 4,500 visitors per week.

The 2012 season marks the event's 21st season in Downtown Sacramento.

EVENT SCHEDULE

The 13-week season kicks off on May 4 and ends on July 27. The all ages show starts at 5 pm and ends at 9 pm.

www.downtownsac.org/concerts



CONCERTS BY THE NUMBERS

The concerts attracts on average 4,500 visitors each night during the 13-week season.

- Season Attendance: 58,500
- 55% of visitors live in Sacramento
- 34% of visitors are 25-34 yrs old
- 59% of visitors are women

CONCERT PROMOTION

This year the Concerts will turn 21. To celebrate, Downtown businesses will host a birthday blowout to commemorate the milestone. Local businesses will also host after party events for concert goers.

Throughout the season, DSP will leverage social media platforms from Twitter, and Facebook to spread the word with its youthful audience. Throughout the season DSP will use the SCVNGR app to engage mobile phone users in this geo-coded scavenger hunt.

SOCIAL MEDIA

We encourage visitors to post, tweet and connect with us on social media on Twitter, and Facebook.

Farm to Fork Dinner

Dine al fresco in the heart of the city and celebrate Sacramento's heritage as the Farm to Fork Capital with the city's top chefs.



EVENT OVERVIEW

Agriculture runs deep within our community's roots and is quite possibly our calling card to the world. As the Farm to Fork Capital, Sacramentans are fortunate to be able to eat locally year round.

Celebrate spring's local bounty at this special farm to fork dinner with top downtown chefs on The Greens at Capitol Mall.

EVENT DETAILS

The Farm to Fork Dinner will take place on April 27, 2012 on The Greens at Capitol Mall. Proceeds from this event will benefit the Downtown Sacramento Foundation.

ABOUT THE DOWNTOWN SACRAMENTO FOUNDATION

The Downtown Sacramento Foundation (DSF) is dedicated to fostering civic pride through the improvement of the social, cultural and physical environment of Downtown.

The DSF provides additional support to the Downtown Sacramento Partnerships programs and services in the areas of public space / street beautification, public safety and homeless outreach.



Certified Farmers' Markets

Fresh from the farm and straight to your home.



EVENT OVERVIEW

For years, the DSP has partnered with the Certified Farmers' Markets of Sacramento to bring farm fresh products to the heart of Downtown.

EVENT DETAILS

Downtown Farmers' Market season kicks off in May with weekday markets 3 days a week at 5 different locations in the district.

TUESDAYS

May – September | 10 am – 2 pm
Roosevelt Park, *10th & P streets*
Fremont Park, *15th & P streets*

WEDNESDAYS

May – October | 10 am – 2 pm
Cesar Chavez Plaza, *10th & J streets*

THURSDAYS

May – September | 10 am – 2 pm
Capitol Mall, *5th Street & Capitol Mall*
East End, *15th & L streets*

ABOUT THE MARKETS

The weekday Certified Farmers' Market are a popular lunch-time attraction for downtown's workforce. Farmers' Market features seasonal produce and flowers as well as baked goods and hot lunch items.

The average Wednesday Farmers' Market, the largest of the weekday 5 locations, attracts an average of 3,000 visitors per market day.

For more information visit:

[www.downtownsac.org/
farmersmarket](http://www.downtownsac.org/farmersmarket)

State of Downtown

This premier business event serves as a catalyst for exchanging ideas and prioritizing goals for the central business district.



EVENT OVERVIEW

The State of Downtown breakfast is one of the region's premier business events. The annual meeting serves as a catalyst for exchanging ideas and prioritizing goals for the Central Business District.

EVENT DETAILS

The breakfast takes place in early January at the Memorial Auditorium.

The event typically features the City of Sacramento mayor's first public address of the year as well as engaging keynote commentary. The 2012 will feature keynote speaker and San Francisco Giant's president and COO, Larry Baer.

AUDIENCE

Each dynamic business event attracts, over 500 local business and community leaders as well as elected officials throughout the region.

VIBE AWARD

During the annual event, DSP recognizes local leaders in downtown revitalization efforts with the VIBE Award. Previous award recipients include David S. Taylor Interests for the Cosmopolitan, The Firestone Building and Lial Jones for the Crocker Art Museum renovation

For more information visit:
[www.downtownsac.org/
stateofdowntown](http://www.downtownsac.org/stateofdowntown)