

2024–2025 SPONSORSHIP OPPORTUNITIES



downtown
SACRAMENTO
P A R T N E R S H I P

DowntownSac.org + GoDowntownSac.com

ABOUT US

Downtown Sacramento Partnership is a not-for-profit, property-based improvement district (PBID) that serves as the collective voice for 66 blocks of property owners, businesses, employees and residents in downtown Sacramento. Driven by the mission to build value downtown, Downtown Partnership serves as the principal advocate, champion, and steward for those who work, live, visit, and do business in downtown. Our events highlight the vitality and excitement of our urban core, activate new spaces and bring tremendous brand awareness for our partners.

16.2M DOWNTOWN ANNUAL VISITORS

1.2M WEBSITE VIEWS

231K EVENT ATTENDEES

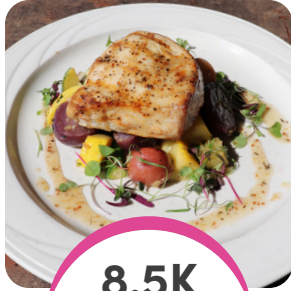
384K SOCIAL MEDIA FOLLOWERS

15K NEWSLETTER RECIPIENTS



ACTIVATING DOWNTOWN

DINE DOWNTOWN
Pre-fixe 3-course meal



8.5K
PARTICIPANTS

January 2024

STATE OF DOWNTOWN
Annual Conference



1.2M
REACHED

March 2024

ST. PATRICK'S DAY FESTIVAL
Region's largest St. Pat's Day parade



17.3K
VISITORS

March 2024

CERTIFIED FARMERS' MARKET
Fresh produce on Capitol Mall



41K
SHOPPERS

May–September 2024

BODEGA DAYS
Midday market with food and art



22
WEEKS LONG

May–September 2024

CONCERTS IN THE PARK
CA's longest running free music festival



74K
ATTENDEES

May–July 2024

SUNSET SIPS
Central-city-wide happy hour



244K
IMPRESSIONS

July–August 2024

CALLING ALL DREAMERS
Retail business competition



100+
JOBS CREATED

Summer 2024

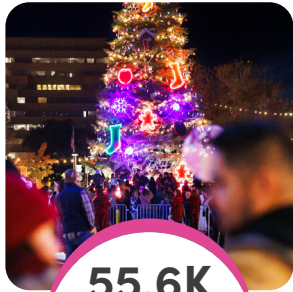
MOVIES UNDER THE STARS
Outdoor movies with seasonal themes



1,200
ATTENDEES

October 2024

THEATRE OF LIGHTS
Holiday district & light show



55.6K
VISITORS

November–December 2024

DOWNTOWN ICE RINK
A winter wonderland downtown



40K
SKATERS

November 2024–January 2025

ADDITIONAL BRAND EXPOSURE
Banners, social media mentions and more



384K
FOLLOWERS

And counting!



Dine Downtown

January 2024

176K SOCIAL MEDIA IMPRESSIONS

2.5M EARNED MEDIA REACH

117K WEBPAGE VIEWS

Local foodies and families take a culinary adventure while supporting the Central City's top restaurants during this annual dining celebration. Launched in 2005, Dine Downtown provides a significant boost for local restaurants during a critically important (and usually slower) period for the industry. The culinary celebration has generated more than \$7 million in restaurant sales and sold 130K+ meals.



SPONSORSHIP OPPORTUNITY	PRESENTING \$10,000 <i>1 available</i>	PLATINUM \$3,500 <i>2 available</i>	SIGNATURE \$1,500 <i>4 available</i>	PARTNER \$500
Naming rights and logo lock up (industry exclusivity)	✓			
Logo on marketing material	✓	✓	✓	Text
Logo on table tents distributed to restaurants	✓			
Logo on website	✓	✓	✓	Text
Logo on print paid advertising	✓	Full-Page Only		
Mention in broadcast advertising	✓			
eNewsletter sponsor spotlight	✓			
Mentions in press releases	✓	✓		
Mentions on social media	✓	✓	✓	
Opportunity for sponsored item in influencer bags	✓	✓		
Opportunity for sponsored eNewsletter to participating restaurants	✓			
Branded take-home SWAG	✓			
Custom activation opportunity	✓			

DINE
DOWNTOWN

State of Downtown

March 2024

Share
#SoD

600 ATTENDEES 1.2M EARNED MEDIA REACH



A catalytic program recognized as ground zero for exchanging ideas and prioritizing Sacramento's economic development goals for the upcoming year, State of Downtown is the ultimate venue to embrace the innovative and creative entrepreneurial spirit of the region's urban center. Attended by elected officials alongside community and business leaders, State of Downtown features live radio broadcasts, nationally-recognized keynote speakers and breaking announcements that drive media coverage for partners and sponsors.

SPONSORSHIP LEVELS & BENEFITS	PRESENTING \$25,000	HIGH RISE \$15,000 <i>4 available</i>	MID RISE \$7,500 <i>8 available</i>	PLAZA \$3,500 <i>10 available</i>	EXHIBITOR \$1,000 <i>multiple</i>
Industry exclusivity at sponsorship level	✓				
Podium/speaking opportunity during event	Up to 5 min. + speaker intro	Video spotlight + speaker intro			
Onstage recognition during program	Logo+Verbal	Logo+Verbal	Logo	Logo	Text
Reserved table for 10 guests**	1 + 1 seat at head table	1 front row table	1	1	
Logo on save the date	✓	✓			
Logo on print and email invitations	✓	✓	✓	Text in email only	
Logo on table tents	✓	✓	✓	✓	
Logo on print paid advertising	✓	✓	✓		
Logo on event program	✓	✓	✓	Text	
Logo on event signage	✓	✓	✓	Text	Text
Mentions in press releases	✓	✓	✓		
Mentions on social media	✓	✓			
Opportunity to place promotional item at tables	✓				
Exhibit space	✓	✓			✓
Opportunity for sponsored eNewsletter to attendees	✓				

** Additional tables are available to Presenting, High Rise, and Mid Rise sponsors at a 5% discount.



Watch the streets of the Old Sacramento Waterfront turn green for the region's largest annual St. Patrick's Day Parade. Live music, food, and a parade top off the experience to create a Sacramento tradition for thousands of people.

SPONSORSHIP OPPORTUNITY	PRESENTING \$20,000 <i>1 available</i>	GOLD \$7,500 <i>2 available</i>	SLIVER \$5,000 <i>multiple available</i>	BRONZE \$2,500 <i>multiple available</i>
Naming rights (industry exclusivity)	✓			
Leprechaun scavenger hunt naming rights	✓			
Designated vendor village recognition	✓			
Logo on stage	✓			
Logo on 2nd Street banner	✓			
Logo on-site signage	✓	✓	✓	Text
Logo on marketing collateral	✓	✓	✓	✓
Logo on OldSacramento.com & GoDowntownSac.com	✓	✓	✓	Text
Logo on print paid advertisements	✓	✓	Full-Page Only	
Mentions in press releases	✓	✓	✓	
Mentions on social media	✓	✓	✓	
eNewsletter sponsor spotlight	✓			
Stage announcements	✓	✓		
Signature placement in parade	✓	✓	✓	✓
Custom activation opportunity	✓	✓	✓	✓
Opportunity for brand recognition in float competition	✓			



Farmers' Market

May – September 2024

41K SHOPPERS 40+ VENDORS 26 WEEKS



Thousands of downtown employees and residents flock to Capitol Mall every Wednesday from spring to fall to get the farm-to-fork experience at Downtown Sacramento's annual Certified Farmers Market. Chefs and shoppers form this community oriented event around the California seasonal favorites and locally crafted food.

SPONSORSHIP OPPORTUNITY	PRESENTING \$10,000 <i>1 available</i>	HARVEST \$8,000 <i>multiple available</i>	BUDDING \$1,000 <i>multiple available</i>
Naming rights	✓		
Logo on print paid ads	✓	full-page only	
Logo on marketing collateral	✓	✓	✓
Logo on onsite signage	✓	✓	✓
Logo on event website	✓	✓	✓
eNewsletter sponsor spotlight	✓	✓	✓
Mentions on social media	✓	✓	✓
Mentions in press releases	✓	✓	✓
Custom activation opportunity	22 weeks	11 weeks	

Bodega Days

May – September 2024

9K SHOPPERS 15 VENDORS 22 WEEKS

Another local favorite, Bodega Days transforms César Chávez Plaza to a midday market. Debuting in 2022, the rapidly growing event allows Downtown Sacramento Partnership to directly support Sacramento area farmers to help fuel the farm-to-fork movement. With more than fifteen artisans, food vendors, and farmers, don't miss your chance to directly connect with the community!



SPONSORSHIP OPPORTUNITY	PRESENTING \$10,000 <i>1 available</i>	HARVEST \$8,000 <i>multiple available</i>	BUDDING \$1,000 <i>multiple available</i>
Naming rights	✓		
Logo on print paid ads	✓	full-page only	
Logo on marketing collateral	✓	✓	✓
Logo on onsite signage	✓	✓	✓
Logo on event website	✓	✓	✓
eNewsletter sponsor spotlight	✓	✓	✓
Mentions on social media	✓	✓	✓
Mentions in press releases	✓	✓	✓
Custom activation opportunity	22 weeks	11 weeks	



CESAR CHAVEZ PLAZA

GoDowntownSac.com

Concerts in the Park

May – July 2024

74K ATTENDANCE

3.8M EARNED MEDIA REACH

2.3M SOCIAL MEDIA IMPRESSIONS



Need we say more? Concerts in the Park is the longest running free music festival in California. Musicians, food trucks, boutiques and live art performances draw an average of 7,000 fans to César Chávez Plaza every Friday from May–July. This is your chance to directly engage with over 74,000 captive attendees.

SPONSORSHIP OPPORTUNITY	PRESENTING \$55,000 <i>Sold out!</i>	BEVERAGE \$54,000 <i>Sold out!</i>	DJ STAGE \$40,000 <i>1 available</i>	HEADLINER \$12,000 <i>4 available</i>	OPENER \$5,000 <i>multiple available</i>
Naming rights and logo lock up	✓				
Co-branded stage scrim and backstage passes	✓				
Co-branded bar and cashier booth	✓	✓			
Opportunity to brand DJ stage			✓		
Opportunity for backstage branded tent placement	✓				
Distribute giveaway at entrance				✓	
Logo on print paid ads	✓	✓	full-page only	full-page only	
Logo on marketing collateral	✓	✓	✓	✓	
Logo on entry signage	✓	✓	✓	✓	✓
Logo on staff shirt	✓	✓			
Logo on event website	✓	✓	✓	✓	✓
eNewsletter sponsor spotlight			2	1	
VIP night	✓	✓	✓		
Mentions during stage announcements			✓		
Mentions on social media			✓	✓	
Mentions in press releases	✓	✓	✓	✓	
Custom activation opportunity	all 12 nights		9 nights	5 nights	3 nights
Opportunity for brand inclusive welcome kits for nationally touring headliners	✓	✓	✓	✓	
Branded Silent Disco	✓		✓		

SOLD OUT



GoDowntownSac.com/CIP



Started as a summer counterpart to Dine Downtown, Sunset Sips brings bars and restaurants across the central city together to offer specialty cocktails and other unique mixes to an engaged audience, ages 21–40. The promotion gives businesses a boost in customers during the notoriously slow hot summer vacation months. Bring brand awareness right to new customers when you sponsor this event.

SPONSORSHIP OPPORTUNITY	PRESENTING \$10,000 <i>1 available</i>	PLATINUM \$3,500 <i>2 available</i>	SIGNATURE \$1,500 <i>4 available</i>	PARTNER \$500
Naming rights and logo lock up (industry exclusivity)	✓			
Logo on marketing material	✓	✓	✓	Text
Logo on table tents distributed to restaurants	✓			
Logo on website	✓	✓	✓	Text
Logo on print paid advertising	✓	Full-Page Only		
Mention in broadcast advertising	✓			
eNewsletter sponsor spotlight	✓			
Mentions in press releases	✓	✓		
Mentions on social media	✓	✓	✓	
Opportunity for sponsored eNewsletter to participating restaurants	✓			
Branded take-home SWAG	✓			
Custom activation opportunity	✓			





Calling All Dreamers is a retail business incubator that provides entrepreneurs essential resources and tools to make their dream of opening a downtown storefront a reality. The most business-ready entrepreneur will be given a prize package valued at more than 100K, including 20K in cash, financial and business planning mentorship, and marketing assistance.

SPONSORSHIP OPPORTUNITY	VANGUARD \$20,000 <i>1 available</i>	DEVELOPER \$7,500 <i>4 available</i>	INCUBATOR \$5,000 <i>6 available</i>	INNOVATOR \$2,500 <i>multiple available</i>
Seat on judging panel to select winner	✓			
Speaking opportunity at winner storefront grand opening press conference	✓			
Photo opportunity with winners	✓	✓	✓	
Logo on ceremonial check	✓*	✓		
Logo on window signage inside winner location during construction	✓*	✓	Text	
Logo on permanent sign placed inside winner location	✓*	✓	Text	
Speaking opportunity at cohort orientation	✓			
Mentions in press releases	✓	✓	✓	
Mentions in on-air interviews	✓			
Logo on printed marketing materials	✓*	✓	✓	Text
Logo on digital marketing materials <i>(when available)</i>	✓*			
Logo on website	✓*	✓	✓	Text
Logo on full-page advertisements	✓*	✓		
Logo on email campaigns <i>(when available)</i>	✓*			

**Premiere logo placement*

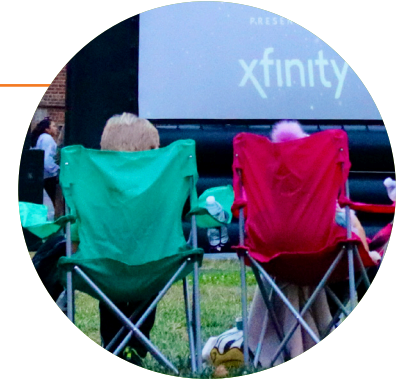
Additional in-kind sponsorship opportunities for winner prize package are available.



October 2024

5 YEARS RUNNING 4 NIGHTS OF MOVIES 667K SOCIAL IMPRESSIONS

Get some screen time in sold out showings of Halloween classics with the backdrop of Old Sacramento Waterfront’s 1849 Scene Lawn. Hundreds of paying guests turn out every Thursday in October for pre-show activities, tiered seating, and meals offered by local restaurants, all under the stars!



SPONSORSHIP OPPORTUNITY	DIRECTOR \$10,000	PRODUCER \$6,000 <i>multiple available</i>	ACTOR \$2,000 <i>multiple available</i>
Naming rights & logo lockup	✓		
Commercial space during movie nights	✓		
Custom activation opportunity	✓	✓	
Logo on website	✓	✓	✓
Logo on event signage	✓	✓	✓
Logo on marketing collateral	✓	✓	✓
Logo on digital applications (space permitting)	✓	✓	✓
Mentions in press releases	✓	✓	
Mentions on social media	✓	✓	✓
Branded VIP lounge	✓		

Downtown Ice Rink

Nov. 2024 – Jan. 2025

4M EARNED MEDIA REACH

95K PEDESTRIANS

173K SOCIAL MEDIA IMPRESSIONS



Recognized as a seasonal landmark at 7th & K Streets for 30 years, the Downtown Ice Rink provides a playful escape into a winter wonderland for kids and adults alike from November to January. Surrounded by brand exposure, this is a great opportunity for companies looking to engage with the community.

SPONSORSHIP OPPORTUNITY	PRESENTING \$60,000	PLATINUM \$25,000 <i>2 available</i>	GOLD \$12,500 <i>4 available</i>	SILVER \$3,500 <i>12 available</i>
Naming rights and logo lock up (industry exclusivity)	✓			
Opportunity to speak at the grand opening ceremony	✓			
Acknowledgment at grand opening ceremony	✓	✓	✓	
Experience days opportunities	6	2	1	
Exclusive discounts or complimentary passes	✓	✓	✓	✓
Logo on on-site signage	✓	✓	✓	✓
Logo on staff shirts	✓			
Logo on ice	primary	secondary		
Logo on dasher boards	6	2	1	
Logo on website	✓	✓	✓	✓
Logo on marketing collateral <i>(Poster + Postcard)</i>	✓	✓	✓	
Logo on print paid advertisements	✓	✓	full-page only	
Logo placement on chiller cabinet	✓	✓		
Logo on live cam	✓			
Mentions in press releases	✓	✓	✓	
Mentions on social media	✓	✓	✓	
Co-branded graphics	✓	✓	✓	
Custom activation opportunity	✓	✓	✓	✓
eNewsletter sponsor spotlight	4	1		
Branded Zamboni	✓	✓		

Downtown
ICE RINK
Sacramento

GoDowntownSac.com/icerink

Theatre of Lights

Nov. – Dec. 2024

51K ATTENDANCE

3.1M EARNED MEDIA REACH

200K SOCIAL MEDIA IMPRESSIONS



Help transform the Historic Waterfront into Sacramento's 19th century holiday district. 50,000+ spectators come from all over the region to see the Theatre of Lights, a spectacular light show and unique re-telling of the American Classic 'Twas the Night Before Christmas, listed as **one of the nation's best holiday light shows by Los Angeles Times, Chicago Tribune, and Orlando Sentinel.**

SPONSORSHIP OPPORTUNITY	PRESENTING \$50,000 <i>1 available</i>	TREE \$30,000 <i>1 available</i>	GOLD \$20,000 <i>1 available</i>	SILVER \$10,000 <i>1 available</i>
Naming rights and logo lockup (industry exclusivity)	✓			
Naming rights for Sacramento's official Holiday Tree		✓		
Opportunity to speak on stage during tree lighting	✓	✓		
Opportunity for guest appearance in show	✓	✓		
VIP luxury lounge seating on select nights	✓	✓	✓	✓
Pre-show announcements	✓	✓	✓	
Logo on OldSacramento.com & GoDowntownSac.com	✓	✓	✓	OldSacramento.com only
Logo on staff/volunteer t-shirts	✓			
Logo on printed marketing collateral	✓	✓	✓	✓
Logo on on-site signage	✓	✓	✓	✓
Logo on digital advertisements <i>(where available)</i>	✓			
Logo on print paid advertisements	✓	✓	full-page only	
Logo on Holiday Tree presents	2	2	1	1
Mentions in press releases	✓	✓	✓	✓
Mentions on social media	✓	✓	✓	
Opportunity for on-site presence <i>(10x10 footprint)</i>	18 shows	9 shows	4 shows	2 shows

**THEATRE
OF
LIGHTS**

OldSacramento.com

ADDITIONAL BRAND EXPOSURE OPPORTUNITIES

Experience Downtown Sac

This is a curated list of the top weekly events downtown sent by email every Thursday to over 15,000 individuals.

Monthly eNewsletter

A roundup of what you need to know about Downtown Sac emailed every month to opinion leaders, elected officials, property owners, merchants and stakeholders.

Daily Headlines

A roundup of media coverage, top stories covering top issues and mentions of Downtown Sac emailed every Monday – Friday.

Dedicated eNewsletters

Special emailed newsletters dedicated to a single event or topic are sent to targeted audiences to effectively advertise programs like Concerts in the Park, Calling All Dreamers, Downtown Sacramento Ice Rink, and more.

Social Media

We promote activations happening in our 66-block district that align with our mission of building value downtown across multiple platforms to a combined audience of over **384,000** followers across three channels.

DOWNTOWN STREET POLE BANNER PLACEMENT

Street banners are a great way to promote your event or special activity, while creating character in our urban core. The Downtown Sacramento Partnership manages 124 downtown banner locations that can be utilized as a highly visible marketing tool to gain exposure to downtown’s growing population for your community event*.

* Banners may be displayed for the purpose of promoting cultural or civic events or activities such as art shows, concerts, festivals, major sports celebrations, parades, and walk/run events. Banners may also be displayed to promote educational institutions or to identify or promote neighborhoods or discrete areas of the City. Sponsor logos cannot occupy more than 15% of the total banner area and must not dominate the banner message. (City Sign Ordinance Section 3.156)



BRANDED INFRASTRUCTURE ON THE KAY

As a hub for shopping, dining, entertainment, office, and residential projects, the K Street commercial corridor (known as “The Kay”) is the heart of downtown. We’re looking for partners to create branded infrastructure that injects new life to the district. Think planters, tables, umbrellas, bike racks, and anything else that might add to the The Kay’s vibrancy.

HOST AN EVENT

Hosting a public event downtown is a great way to gain brand exposure and engage with the community. Our Events and Marketing teams will work with you to ensure that you have everything you need, from permitting contacts, infrastructure checklists, marketing and strategy plans, and more.