



DOWNTOWN
SACRANTON

2025-2026

SPONSORSHIP OPPORTUNITIES



ABOUT US

Downtown Sacramento Partnership (DSP) is a not-for-profit, property-based improvement district (PBID) dedicated to harnessing downtown's full potential since 1995. Driven by the mission to build value downtown, Downtown Partnership keeps the district clean, helps businesses thrive, and advocates for forward-thinking policies. We also host events that highlight the vitality and excitement of our urban core, activate new spaces, and bring tremendous brand awareness for our partners.

In 2024



23.1M Downtown Annual Visitors



900k Website Views



298k Event Attendees



413k Social Media Followers



15k Newsletter Recipients



**DOWNTOWN
SACRAMENTO**

ACTIVATING DOWNTOWN

Be seen by a diverse audience all year long during Sacramento's favorite signature events.



DINE DOWNTOWN
January 2025



STATE OF DOWNTOWN
February 2025



ST. PATRICK'S DAY FESTIVAL
March 2025



CERTIFIED FARMERS' MARKET
May–October 2025



BODEGA DAYS
May–September 2025



CONCERTS IN THE PARK
May–June 2025



SUNSET SIPS
July–August 2025



CALLING ALL DREAMERS
August 2025–February 2026



MOVIES UNDER THE STARS
October 2025



THEATRE OF LIGHTS
November–December 2025



DOWNTOWN ICE RINK
November 2025–January 2026



ADDITIONAL BRAND EXPOSURE
Banners, social media mentions and more



IN 2024



191k Social Media Reach



12k Meals Sold

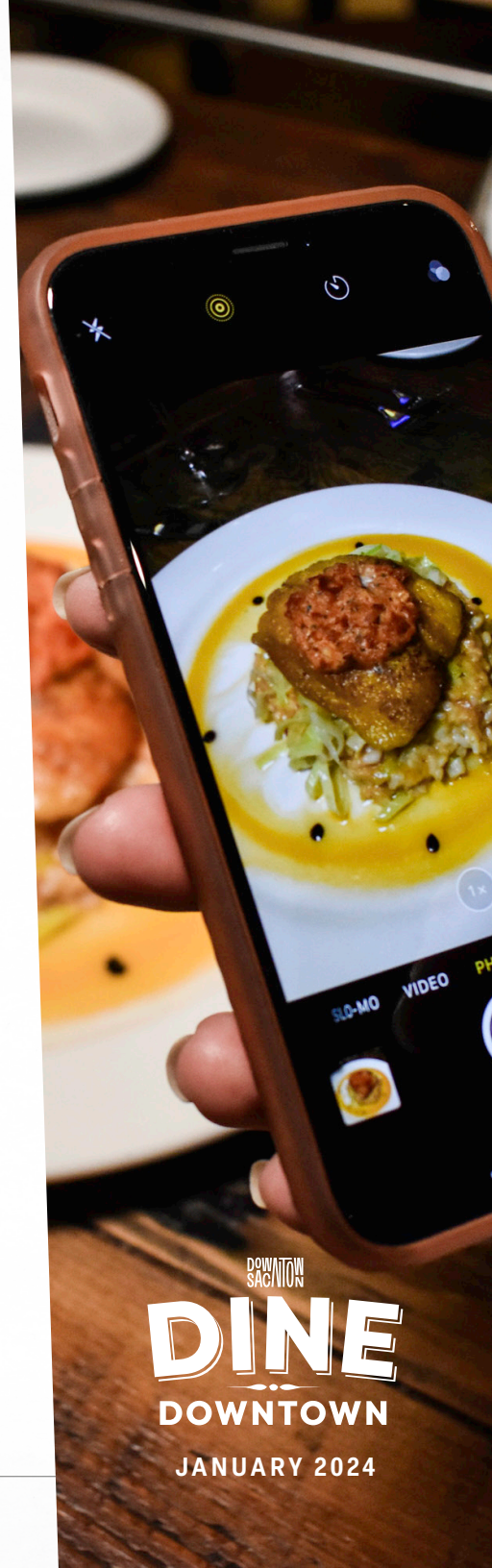


100k Webpage Views

Dine Downtown

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 slow) period for the industry. The culinary celebration has generated more than \$7 million in restaurant sales and sold 155k+ meals.

SPONSORSHIP LEVELS & BENEFITS	Presenting \$10,000 1 available	Platinum \$3,500 Multiple Available	Gold \$1,500 Multiple Available	Silver \$500 Multiple Available
Naming rights and logo lock up (industry exclusivity)	✓			
Custom activation opportunity	✓			
Opportunity for sponsored eNewsletter to participating restaurants	✓			
Mentions in broadcast advertising	✓			
Spotlight in Downtown Sac eNewsletter	✓			
Options to provide branded items	✓	✓		
Mentions on social media	✓	✓		
Mentions in press releases	✓	✓		
Logo on table tents distributed to restaurants	✓	✓	✓	
Logo on printed marketing collateral	✓	✓	✓	Text
Logo on event webpage (DowntownSac.org)	✓	✓	✓	Text
Mentions in community calendar listings	✓	✓	✓	✓



DOWNTOWN SAC
DINE DOWNTOWN
JANUARY 2024



IN 2024



600+ Attendees



1.29M Earned Media Reach

State of Downtown

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 1 available	High Rise \$15,000 4 available	Mid Rise \$7,500 8 available	Plaza \$3,500 10 available	Exhibitor \$1,000 Multiple Available
Naming rights and logo lockup (Industry exclusivity)	✓				
Opportunity for sponsored eNewsletter to attendees	✓				
Opportunity to provide branded item at tables	✓				
Mentions in broadcast advertising	✓				
Speaking opportunity during event	Up to 5 min. + speaker intro	Video spotlight + speaker intro			
Mentions on social media	✓	✓			
Logo on save the date	✓	✓			
Opportunity for exhibit space during event	✓	✓			✓
Mentions in press releases	✓	✓	✓		
Reserved table for 10 guests*	1 + 1 seat at head table	1 front row table	1	1	
Logo on reserved table(s)	✓	✓	✓	✓	
Logo on event invitations	✓	✓	✓	Text	
Logo on event program	✓	✓	✓	Text	
Logo on event webpage (DowntownSac.org)	✓	✓	✓	Text	
Logo on on-site signage	✓	✓	✓	Text	Text
Onstage recognition during program	Logo+Verbal	Logo+Verbal	Logo	Text	Text

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

Sponsorship Opportunities



STATE OF DOWNTOWN
DOWNTOWN

PRESENTED BY KAISER PERMANENTE.

MARCH 2025



IN 2024



32.2k Social Media Impressions



40+ Participating Clubs



32k+ Attendees

St. Patrick's Day Parade and Festival

Watch the streets of the Old Sacramento Waterfront turn green for the region's largest annual St. Patrick's Day Parade.

Live music, vendors, and a parade top off the experience to create a Sacramento tradition for thousands of people.

SPONSORSHIP LEVELS & BENEFITS	Presenting \$20,000 1 available	Gold \$7,500 2 available	Sliver \$5,000 multiple available	Bronze \$2,500 multiple available
Naming rights and logo lockup (industry exclusivity)	✓			
Leprechaun scavenger hunt naming rights	✓			
Vendor village naming rights	✓			
Logo on main stage	✓			
Mentions in broadcast advertising	✓			
Spotlight in Downtown Sac eNewsletter	✓			
Opportunity for 10x10 booth space during festival	✓	✓		
Mentions in stage announcements	✓	✓		
Mentions on social media	✓	✓		
Mentions in press releases	✓	✓	✓	
Logo on printed marketing collateral	✓	✓	✓	Text
Logo on-site signage	✓	✓	✓	Text
Logo on event webpage (DowntownSac.org + OldSacramento.com)	✓	✓	✓	Text
Mentions in community calendar listings	✓	✓	✓	✓
Signature placement in parade	✓	✓	✓	✓

ADD ON BRAND EXPOSURE OPPORTUNITY	Co-branded Beer Garden \$10,000
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ST. PATRICK'S DAY
PARADE
MARCH 2025



IN 2024



60-90 Minute
Avg. Dwell Time



42 Farmers
and Vendors



20k+ Attendees

Capitol Mall Farmers' Market

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 LEVELS & BENEFITS	Presenting \$15,000 1 available	Harvest \$10,000 multiple available	Budding \$2,000 multiple available
Naming rights and logo lockup (industry exclusivity)	✓		
Opportunity to provide branded items	✓		
Mentions in broadcast advertising	✓		
Opportunity for 10x10 booth space during event	22 weeks	11 weeks	
Spotlight in Downtown Sac eNewsletter	✓	✓	
Mentions on social media	✓	✓	
Mentions in press releases	✓	✓	✓
Logo on on-site signage	✓	✓	Text
Logo on printed marketing collateral	✓	✓	Text
Logo on event webpage (DowntownSac.org)	✓	✓	Text
Mentions in community calendar listings	✓	✓	✓



DOWNTOWN SAC

 Farmers' Market
 CAPITOL MALL
 MAY-SEPTEMBER 2025



IN 2024



40-60 Minute
Avg. Dwell Time



21 Vendors



27k Cars per
day in the area

Bodega Days Market

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 employees during their lunch break with an open-air market serving a variety of cuisines and midday treats. With more than fifteen artisans, food vendors, and farmers, don't miss your chance to directly connect with the community!

SPONSORSHIP LEVELS & BENEFITS	Presenting \$10,000 1 available	Harvest \$5,000 multiple available	Budding \$1,000 multiple available
Naming rights and logo lockup (industry exclusivity)	✓		
Opportunity to provide branded items	✓		
Mentions in broadcast advertising	✓		
Opportunity for 10x10 booth space during event	22 weeks	11 weeks	
Spotlight in Downtown Sac eNewsletter	✓	✓	
Mentions on social media	✓	✓	
Mentions in press releases	✓	✓	✓
Logo on on-site signage	✓	✓	Text
Logo on printed marketing collateral	✓	✓	Text
Logo on event webpage (DowntownSac.org)	✓	✓	Text
Mentions in community calendar listings	✓	✓	✓



DOWNTOWN SAC
Bodega Days

CESAR CHAVEZ PLAZA

MAY-SEPTEMBER 2025



IN 2024



5k+ Weekly Attendees



5.7M Earned Media Reach



3.5k Weekly Avg. Drinks Sold

Concerts in the Park

Need we say more? Concerts in the Park has filled Sacramento summers with music for over 30 years. Musicians, food trucks, boutiques and live artists draw a crowd of fans to César Chávez Plaza every Friday from May–June. This is your chance to directly engage with over 5,000 captive attendees a night.

SPONSORSHIP LEVELS & BENEFITS	Presenting \$60,000 1 available	Beverage \$55,000 1 available	DJ Stage \$40,000 1 available	Headliner \$12,000 multiple available	Opener \$5,000 multiple available
Naming rights and logo lockup (industry exclusivity)	✓				
Co-branded main stage (stage scrims)	✓				
Logo on staff shirts	✓				
Opportunity to provide alcohol to be sold during event (industry exclusivity)		✓			
Co-branded bar and cashier		✓			
Mentions in broadcast advertising	✓	✓			
Co-branded DJ stage			✓		
Opportunity for a VIP night	✓	✓	✓		
Mentions verbally during stage announcements	✓	✓	✓		
Opportunity to provide branded items for nationally touring headliners welcome kits	✓	✓	✓		
Opportunity to provide branded items to giveaway at entrance	✓	✓	✓	✓	
Mentions on social media	✓	✓	✓	✓	
Mentions in press releases	✓	✓	✓	✓	
Logo on printed marketing collateral	✓	✓	✓	✓	
Spotlight in Downtown Sac eNewsletter	3 times	2 times	2 times	1 time	
Opportunity for 10x10 booth space during event	All 9 nights	All 9 nights	5 nights	3 nights	1 night
Logo on on-site signage	✓	✓	✓	✓	Text
Logo on event webpage (DowntownSac.org)	✓	✓	✓	✓	Text
Mentions in community calendar listings	✓	✓	✓	✓	✓
ADD ON BRAND EXPOSURE OPPORTUNITY	Co-branded Silent Disco	Co-branded Food Court	Co-branded Backstage	Co-branded Lounge	



MAY–JUNE 2025



IN 2024



155k Social Media Impressions



562k Earned Media Reach

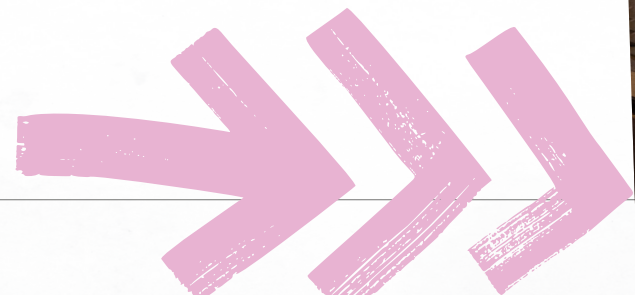


10k+ Webpage Views

Sunset Sips

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 LEVELS & BENEFITS	Presenting \$7,500 1 available	Platinum \$3,500 Multiple Available	Gold \$1,500 Multiple Available	Silver \$500 Multiple Available
Naming rights and logo lock up (industry exclusivity)	✓			
Custom activation opportunity	✓			
Opportunity for sponsored eNewsletter to participating restaurants	✓			
Mentions in broadcast advertising	✓			
Spotlight in Downtown Sac eNewsletter	✓	✓		
Options to provide branded items	✓	✓		
Mentions on social media	✓	✓		
Mentions in press releases	✓	✓	✓	
Logo on table tents distributed to restaurants	✓	✓	✓	Text
Logo on printed marketing collateral	✓	✓	✓	Text
Logo on event webpage (DowntownSac.org)	✓	✓	✓	Text
Mentions in community calendar listings	✓	✓	✓	✓



SUNSET SIPS
@DOWNTOWNSAC
JULY-AUGUST 2025



SINCE
2013



35 Total Business
Storefronts Opened



100+ Total
Entrepreneurs Assisted



176 Jobs
Created

Calling All Dreamers

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 \$20k in cash, financial and business planning mentorship, and marketing assistance.

SPONSORSHIP LEVELS & BENEFITS	Vanguard \$20,000 1 available	Developer \$7,500 4 available	Trailblazer \$5,000 6 available	Innovator \$2,500 multiple available
Seat on selection committee to select winner	✓			
Speaking opportunity at winner storefront grand opening press conference	✓			
Opportunity to speak at cohort orientation	✓			
Opportunity for sponsored eNewsletter to participants	✓			
Mentions in broadcast advertising	✓			
Mentions on social media	✓	✓		
Spotlight in Downtown Sac eNewsletter	✓	✓		
Logo on permanent sign placed inside winner location	✓	✓	Text	
Mentions in press releases	✓	✓	✓	
Photo opportunity with winners	✓	✓	✓	
Logo on winner window signage during construction	✓	✓	✓	Text
Logo on printed marketing materials	✓	✓	✓	Text
Logo on event webpage (DowntownSac.org)	✓	✓	✓	Text

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





IN 2024



1.4k Movie Goers



346k+ Social Media Reach

Movies Under the Stars

Get some screen time in during one of ten sold out showings of Halloween classics with the backdrop of Old Sacramento Waterfront's 1849 Scene Lawn. Hundreds of paying guests turn out in October for pre-show activities, tiered seating, and concessions, all under the stars!

SPONSORSHIP LEVELS & BENEFITS	Presenting \$10,000 1 available	Director \$6,000 multiple available	Actor \$2,000 multiple available
Naming rights and logo lock up (industry exclusivity)	✓		
Logo on staff/volunteer shirts	✓		
Commercial space during movie nights	✓		
Mentions in broadcast advertising	✓		
Opportunity to provide branded items	✓		
Opportunity for 10x10 booth space during event	Every movie night	Half of the movie nights	
Mentions on social media	✓	✓	
Spotlight in Downtown Sac eNewsletter	✓	✓	
Mentions in press releases	✓	✓	✓
Logo on on-site signage	✓	✓	✓
Logo on printed marketing collateral	✓	✓	✓
Logo on event webpage (DowntownSac.org + OldSacramento.com)	✓	✓	✓
Mentions in community calendar listings	✓	✓	✓
ADD ON BRAND EXPOSURE OPPORTUNITY	Co-branded VIP Lounge \$10,000		



**MOVIES
UNDER THE
STARS**

OCTOBER 2025





2023-2024



38k+ Skaters



2k+ Partner Discounts Redeemed



199k+ Social Media Reach

Downtown Sacramento Ice Rink

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 LEVELS & BENEFITS	Presenting \$60,000 1 available	Platinum \$25,000 2 available	Gold \$12,000 4 available	Silver \$3,500 12 available
Naming rights and logo lock up (industry exclusivity)	✓			
Logo on staff shirts	✓			
Mentions in broadcast advertising	✓			
Opportunity to speak at the grand opening ceremony	✓			
Acknowledgment at grand opening ceremony	✓	✓		
Logo on ice	Primary	Secondary		
Spotlight in Downtown Sac eNewsletter	✓	✓		
Mentions on social media	✓	✓		
Custom experience days activation opportunities	6	2	1	
Logo on dasher boards	6	2	1	
Opportunity to offer exclusive discounts to skaters	✓	✓	✓	
Mentions in press releases	✓	✓	✓	
Mentions in community calendar listings	✓	✓	✓	✓
Logo on on-site signage	✓	✓	✓	Text
Logo on printed marketing collateral	✓	✓	✓	Text
Logo on event webpage (DowntownSac.org)	✓	✓	✓	Text
ADD ON BRAND EXPOSURE OPPORTUNITY	Co-branded Zamboni	Co-branded Media Outreach about Experience Day		





IN 2024



121.4k Pedestrians



1.7M Earned Media Reach



200k Social Media Impressions

Theatre of Lights

Help transform the Historic Old Sacramento Waterfront into the perfect 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 1 available	Holiday Tree \$30,000 1 available	Platinum \$20,000 multiple available	Gold \$10,000 multiple available	Silver \$5,000 multiple available
Naming rights and logo lockup (industry exclusivity)	✓				
Logo on staff/volunteer t-shirts	✓				
Naming rights for 50+ ft Holiday Tree		✓			
Opportunity for guest appearance in show	✓	✓			
Mentions in broadcast advertising	✓	✓			
Spotlight in Downtown Sac eNewsletter	✓	✓			
Mentions on social media	✓	✓			
Mentions in press releases	✓	✓	✓		
Mentions in pre-show announcements	✓	✓	✓		
Logo on Holiday Tree presents	2	2	1	1	
Opportunity for 10x10 booth space during event	11 nights	6 nights	5 nights	3 night	1 night
Logo on on-site signage	✓	✓	✓	Text	Text
Logo on printed marketing collateral	✓	✓	✓	Text	Text
Logo on event webpage (DowntownSac.org + OldSacramento.com)	✓	✓	✓	Text	Text
Mentions in community calendar listings	✓	✓	✓	✓	✓

ADD ON BRAND EXPOSURE OPPORTUNITY **VIP Luxury Lounge Seating on Select Nights**



**THEATRE
OF
LIGHTS**

NOVEMBER -
DECEMBER 2025

Additional Brand Exposure Opportunities

Weekly Newsletter

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 thought 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 413,000 followers across five channels.



DOWNTOWN STREET POLE BANNER PLACEMENT

Street banners are a double great way to great way to promote your event or special activity, while creating character in our urban core. The Downtown Sacramento Partnership manages 120+ 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*.

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.

* 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)