

TUSTIN PARKS & RECREATION SERVICES DEPARTMENT

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

**CITY OF TUSTIN
PARKS & RECREATION**



“Making a Difference In Tustin”

2016 SPONSORSHIP PACKET



Community



Events



Activities



Programs



ABOUT US.....

WE HAVE AN EDUCATED AND AFFLUENT AUDIENCE

The City of Tustin has something for everyone in the family. Our residents enjoy top entertainment, vendors, carnivals, children's areas, alcohol areas, non-profit food vendors, and fun. Research concludes that event attendees represent a dynamic, culturally diverse community. Tustin is top notch when it comes to City special events and community involvement.

DEMONSTRATED PROVEN RETURN ON INVESTMENT

A survey conducted by the International Events Group Inc., the worldwide authority on the sponsorship industry, revealed events have a higher audience loyalty than NASCAR or cause marketing. The survey further concluded that 78% of companies agree that participating in events has a measurable impact on consumer sales of their product and provide the most conducive environment for experiential sampling. With year-around marketing and attendance in the thousands, the City of Tustin special events offer a range of sponsorship opportunities to meet any company's marketing goals through customized programs of on-site branding, one to one marketing, and extensive promotional exposure.

MARKETING HIGHLIGHTS

City of Tustin special events come alive with incredible community involvement. We have found that creating an experience around your product really hits home. Depending on your level of sponsorship, your company may benefit from many of the following event-related promotions:

- High traffic locations
- Use of event logo in product
- Sampling or couponing
- Retail/Trade promotion
- High visibility signage
- Promotional radio spots
- Web page flyers
- Program guide Cable TV spots
- Street banners
- Logo on webpage with hyperlink
- Press releases
- Flyers and posters
- Ads in official program
- Event t-shirts
- Event banners
- Company booth space

DEMOGRAPHICS

You'll reach a diverse audience by targeting the crowds at our events. We are in central Orange County, a vibrant community of 3 million residents.

MAKE AN IMPRESSION

Depending upon your level of involvement, your advertising message will be seen during the events promotional period. We target families and young people. The audience will see your message in a dynamic, unique, and attentive environment that will help sell your product or service.

FOR MORE INFORMATION

For more information, contact the City of Tustin Parks and Recreation at (714) 573-3326 or simply email us and we'll respond, tprd@tustinca.org. Information and packet is available on our website www.tustinca.org.

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:

9,000

March 26, 2016

Easter Egg Hunt

“I found one!” We kick off our events for 2016 with this free celebration of Easter complete with a variety of fun activities for the whole family including pony rides, a petting zoo, live entertainment, bounce houses, and carnival games. But the highlight of the event is the egg hunt which is divided into four age-based areas in which children fill their Easter baskets with candy and search for the coveted “Golden Eggs” which contain valuable prizes donated by event sponsors!

Title Sponsor - \$1,500

- Company name or logo on Main Street banner in Old Town Tustin
- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Four (4) banners displayed at the event**
- Recognition over the sound system at the event
- Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)
- Opportunity to pass out paper media at the event
- Four (4) VIP parking passes for the event
- Company name/logo on posters at the event

Event Sponsor - \$1,000

- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Two (2) banners displayed at the event**
- Recognition over the sound system at the event
- Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)
- Two (2) VIP parking passes for the event

Supporting Sponsor - \$500

- Vendor Booth at the event (1 canopy, 1 table, and 2 chairs)
- Recognition over the sound system at the event
- One (1) banner displayed at the event**

Contributing Sponsor - \$200

- Literature displayed at information booth (brochure, flyer, or printed material)

Prize Sponsor - raffle prizes, gift certificates, and candy

- Company name or logo on posters displayed at one (1) area of the event



* Includes flyers distributed to 10,000 Tustin Unified School District students

** Provided by Sponsor

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
500

April 2, 2016

Youth Track Meet

“Run like the wind!” Open to all youth within Tustin and the surrounding communities regardless of ability, this recreational track meet gives young athletes (5-14 years of age) the chance to compete in running and field events. Hosted at Beckman High School, the Track Meet involves approximately 250 participants each year as well as their families who come to watch them compete. An added bonus is that the top eight finishers in each event earn the right to participate in the Orange County regional track meet!

Title Sponsor - \$1,000

- Company name/logo on website and registration form*
- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Four (4) banners displayed at the event**
- Recognition over the sound system at the event
- Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)
- Opportunity to pass out paper media at the event
- Opportunity to pass out winners ribbons

Event Sponsor - \$500

- Company logo included on backside of registration form*
- Company name/logo included on all press releases, social media, and advertisements*
- Two (2) banners displayed at the event**
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Recognition over the sound system at the event

Supporting Sponsor - \$200

- Vendor Booth at the event (1 canopy, 1 table, and 2 chairs)
- Recognition over the sound system at the event
- Company logo included on backside of registration form*

Contributing Sponsor - \$50

- Company name included on backside of registration form*
- Literature displayed on registration table (brochure, flyer, printed material, etc)



* Includes flyers distributed to 13,000 Tustin Unified School District students
** Provided by Sponsor

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
1,000

April 23, 2016

Community Yard Sale

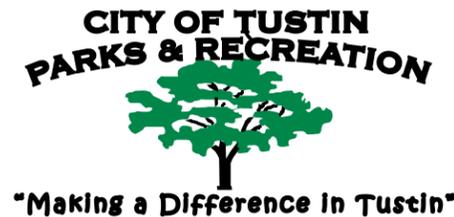
“How much for that?” Held in the parking lot of the Tustin Area Senior Center, this annual rummage sale provides community members the opportunity to buy and sell used goods. The Yard Sale hosts almost 80 vendors each year and close to 1,000 people attend to do some bargain shopping. Whether you’re doing some spring cleaning or looking for that perfect something, this is the place for you!

Title Sponsor - \$250

- Company name or logo on Main Street banner in Old Town Tustin
- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Two (2) banners displayed at the event**
- Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)
- Opportunity to pass out paper media at the event

Event Sponsor - \$125

- Company name/logo included on all press releases, social media, and advertisements*
- One (1) banner displayed at the event**
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)



* Includes flyers and posters
** Provided by Sponsor

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
500

May 5, 2016

Cinco de Mayo

“Fiesta Time!” The Tustin Family Youth Center hosts this free celebration for the families of Southwest Tustin complete with game booths, live entertainment, a snack bar, and raffle prizes donated by event sponsors. Each year approximately 500 people attend this fun, colorful, and lively party. This event is also a great chance for local organizations to provide information to the community about their services and programs.

Title Sponsor - \$500

- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Two (2) banners displayed at the event**
- Recognition over the sound system at the event
- Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)
- Opportunity to pass out paper media at the event

Event Sponsor - \$250

- Company name/logo included on all press releases, social media, and advertisements*
- One (1) banner displayed at the event**
- Recognition over the sound system at the event
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)

Supporting Sponsor - \$100

- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Recognition over the sound system at the event

Prize Sponsor - raffle prizes, gift certificates, and candy

- Company name/logo on posters displayed at one (1) area of the event

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* Includes flyers distributed to Currie Middle School and Thorman Elementary School students

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“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
40,000

June 5, 2016

Street Fair & Chili Cook-off

“That’s hot stuff!” This annual party for 35,000 – 40,000 people in the streets of Old Town Tustin holds the distinct honor of being the largest one-day chili cook-off in the world according to the International Chili Society. Beer and wine are available and an eclectic variety of exhibitors from crafters to community organizations to food and chili booths are spread throughout the streets. Live music and contests are featured on three stages and there is a Family Fun area in the park with kid’s games, bounce houses, and entertainment. Proceeds from the event are donated to local non-profit organizations that help out at the event as volunteers.

Title Sponsor - \$10,000

- Name on Main Street Banner
- 10 Banners throughout the event
- On-air recognition prior to event by GoCountry 105 FM (number of slots to be determined)
- Recognition throughout the day by Main Stage Announcer
- Recognition on GoCountry105.com community webpage
- Opportunity to provide raffle prizes for radio, website and Street Team
- Opportunity to pass out paper media throughout the event
- Full-page advertisement in Street Fair Program
- Logo to be on cover of event program
- Company logo on all event flyers
- Sponsor logo on web page with hyperlink
- Logo on banner on Main Street Fair stage
- Name recognition throughout all press releases
- Complimentary entry for Street Fair booth
- Access to Hospitality Lounge
- Logo printed on all print media
- Logo to be larger than subsequent sponsors
- Opportunity to display banners throughout areas of event
- Logo on Street Fair Commemorative T-shirts



Event Sponsor - \$7,500

- Name on Main Street Banner
- 6 Banners throughout the event
- On-air recognition prior to event by GoCountry 105 FM (number of slots to be determined)
- Recognition throughout the day by Main Stage Announcer
- Opportunity to provide raffle prizes for Main Stage website and Street Team
- Full-page advertisement in Street Fair Program
- Company logo on all event flyers
- Sponsor logo on web page with hyperlink
- Logo on banner on Main Street Fair stage
- Complimentary entry for Street Fair booth
- Access to Hospitality Lounge
- Logo printed on all print media
- Opportunity to place banners through areas of event
- Logo on Street Fair Commemorative T-shirts

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
40,000

June 5, 2016

Street Fair & Chili Cook-off

(Cont.)

Supporting Sponsor - \$5,000

- Name on Main Street Banner
- 3 Banners throughout the event
- On-air recognition prior to event by GoCountry 105 FM (number of slots to be determined)
- Recognition throughout the day by Main Stage Announcer
- Opportunity to provide raffle prizes for radio, website and Street Team
- Half page advertisement in Street Fair Program
- Company logo on all event flyers
- Complimentary entry for Street Fair booth
- Access to Hospitality Lounge
- Stage "spot" throughout the event
- Sponsor logo on web page with hyperlink
- Logo on Street Fair Commemorative T-shirts

Supporting Sponsor - \$3,000

- Name on Main Street Banner
- Recognition throughout the day by Main Stage Announcer
- Opportunity to provide raffle prizes for radio, website and Street Team
- Half page advertisement in Street Fair Program
- Company logo on all event flyers
- Complimentary entry for Street Fair booth
- Access to Hospitality Lounge
- Stage "spot" throughout the event
- Sponsor logo on web page with hyperlink



Contributing Sponsor - \$1,000

- Opportunity to provide raffle prizes for radio, website and Street Team
- Quarter page advertisement in Street Fair Program
- Company logo on all event posters
- Company Logo on Sponsor Banner in Peppertree Park
- Complimentary entry for Street Fair booth
- Stage "spot" throughout the event
- Sponsor logo on web page with hyperlink



Advertisement Sponsor - \$550

- Eighth page advertisement in Street Fair Program
- Stage "spot" throughout the event

Program Sponsor - \$125

- Business card size advertisement in Street Fair program

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"CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS."

Estimated Attendance:
1,000 each night

June 22 - August 10, 2016

Concerts in the Park

"Rock it!" We celebrate the summer with this eight week summer concert series at Peppertree Park. Over 1,000 people come out each week to dance and sing along to their favorite tunes. From Rock to Country to Jazz, there is something for everyone. Many gather with family and friends and bring picnics to relax and enjoy the warm summer evenings. Local non-profits also join in the fun to sell food and drinks as a fundraiser for their organization.

Title Sponsor - \$3,000

- Company name or logo on Main Street banner in Old Town Tustin
- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Two (2) banners displayed at the event**
- Recognition over the sound system at the event
- Vendor booth at all the events in prime location (1 canopy, 1 table, and 2 chairs)
- Company logo on the City's water bill inserts (14,000 homes)
- Company logo on concert schedule reminder cards (front side of 2,000 cards)
- Literature displayed at information booth (brochure, flyer, or printed material)**

Event Sponsor - \$1,500

- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- One (1) banner displayed at the event**
- Recognition over the sound system at the event
- Vendor booth at four (4) of the events in prime location (1 canopy, 1 table, and 2 chairs)
- Company logo on the City's water bill inserts (14,000 homes)
- Company logo on concert schedule reminder cards (back side of 2,000 cards)
- Literature displayed at information booth (brochure, flyer, or printed material)**

Supporting Sponsor - \$500

- Vendor booth at two (2) of the events (1 canopy, 1 table, and 2 chairs)
- Recognition over the sound system at the event
- Company logo on the City's water bill inserts (14,000 homes)
- Company logo on concert schedule reminder cards (back side of 2,000 cards)
- Literature displayed at information booth (brochure, flyer, or printed material)**



* Includes flyers distributed to city facilities and city businesses that support the event

** Provided by Sponsor

"CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS."

Estimated Attendance:
1,000 each night

June 22 - August 10, 2016

Concerts in the Park

(Cont.)

Restaurant Sponsor - \$300

Partner with a non-profit organization to sell the restaurant's specialty or another food item that does not conflict with the other participating food vendors (subject to non-profit organization agreement and other conditions and rules)

Recognition over the sound system on the night of the restaurant's participation

Restaurant featured on the weekly flyer handed out at the Concert the week prior to the restaurant participation (flyer also posted on the City's website)

Company logo on the City's water bill inserts (14,000 homes)

Company logo on concert schedule reminder cards (back side of 2,000 cards)

Literature displayed at information booth (brochure, flyer, or printed material)**

Restaurant's coupons available at the Parks and Recreation booth all eight weeks

Contributing Sponsor - \$200

Company logo on the City's water bill inserts (14,000 homes)

Company logo on concert schedule reminder cards (back side of 2,000 cards)

Literature displayed at information booth (brochure, flyer, or printed material)**

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* Includes flyers distributed to city facilities and city businesses that support the event

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“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
9,000

July 4, 2016

July 4th Celebration

“God Bless America!” Over 8,000 people come out each year to take part in one of Tustin's favorite annual events and celebrate their national spirit. Held at Tustin High School, the merriment starts with a concert held on the football field and then moves on to a fireworks display that lights up the sky above Tustin. High School booster clubs sell food and drinks and each year features a different patriotic theme and activities.

Title Sponsor - \$3,000

Company name or logo on Main Street banner in Old Town Tustin

Company name/logo included on all press releases, social media, and advertisements

Company logo on event cable TV slide

Three (3) banners displayed at the event**

Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)

Opportunity to pass out paper media at the event

Recognition over the sound system at the event and recognition for partnership during the firework show

Company VIP area prime seating and complimentary parking for employees working vendor booth

Company logo on the City's water bill inserts (front side of 14,000 bills)

Event Sponsor - \$1,500

Company name/logo included on all press releases, social media, and advertisements

Company logo on event cable TV slide

One (1) banner displayed at the event**

Recognition over the sound system at the event

Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)

Company logo on the City's water bill inserts (back side of 14,000 bills)

Complimentary parking for employees working vendor booth

Supporting Sponsor - \$500

Company name/logo included on all press releases, social media, and advertisements

Vendor booth at the event (1 canopy, 1 table, and 2 chairs)

Recognition over the sound system at the event

Contributing Sponsor - \$200

One (1) banner displayed at the event**

Literature displayed at information booth (brochure, flyer, or printed material)

** Provided by Sponsor



“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
200-500

July 21 - August 18, 2016

Movies in the Park

“Lights, Camera, Action!” What could be better than putting out a blanket and enjoying an outdoor movie in a safe and serene park setting? For five weeks each summer, we show a different family friendly movie at five different Tustin parks. Each week this free event also involves activities themed around the movie, food trucks, sponsor booths, raffles, and free popcorn for all!

Title Sponsor - \$250

- Company name/logo included on all press releases, social media, and advertisements*
- Advertisement on screen at all events*
- Company logo on event cable TV slide
- Two (2) banners displayed at all events**
- Recognition over the sound system at all events
- Vendor booth at all the events in prime location (1 canopy, 1 table, and 2 chairs)
- Opportunity to pass out paper media at all events

Event Sponsor - \$150

- Company name/logo included on all press releases, social media, and advertisements*
- One (1) banner displayed at three (3) of the events**
- Vendor space at two (2) events in prime location (1 table and 2 chairs)
- Recognition over the sound system at the event

Supporting Sponsor - \$100

- Vendor space at one (1) event (1 table and 2 chairs)
- Recognition over the sound system at one (1) event

**Parks
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*Includes one Power Point slide advertisement at each movie

** Provided by Sponsor

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
250

July 29, 2016

Student Film Festival

“Calling future filmmakers!” Open to all Southern California High School students, the Park and Recreation Department hosts the High School Film Festival in our unique and newly redesigned Tustin Community Center at the Market Place. The filmmakers are able to submit short films in four different categories: narrative, music videos, sports, and mockumentary.

Title Sponsor - \$1,500

- Company name/logo on banners placed throughout the city and at city events
- Company name/logo included on all press releases, social media, and advertisements*
- Company name/logo on step and repeat backdrop
- Company logo on event cable TV slide
- Company name/logo on screen at event**
- Company name/logo in the program
- Two (2) stand alone thank you posters
- Recognition over the sound system at the event
- Vendor booth at the event in prime location (1 table and 2 chairs)
- Opportunity to pass out paper media at the event

Event Sponsor - \$750

- Company name/logo included on all press releases, social media, and advertisements*
- Company name/logo on screen at event**
- Company name/logo in the program
- One (1) stand alone thank you poster
- Recognition over the sound system at the event
- Vendor booth at the event (1 table and 2 chairs)

Prize Sponsor - \$400 (limited to 4 different sponsors)

- Company name/logo included on all press releases, social media, and advertisements*
- Company name/logo on screen at event**
- Company name/logo in the program
- Company name/logo on specific awards
- Vendor booth at the event

Supporting Sponsor - \$100

- Company name/logo on screen at event**
- Company name/logo in the program



* Includes flyers distributed to 13,000 Tustin Unified School District students

** Includes a Power Point slide advertisement

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
3,000

Fall, Winter, Spring, Summer 2016

Tustin Adult Softball League

“Play ball!” Five nights a week at two different Tustin parks, adults are “knockin’ the ball around” in men’s and co-ed slow-pitch leagues. The four divisions are broken down by skill and experience level so everyone is welcome – from the “rookie” to the “grizzled veteran”. Four seasons are played each year and the champions of each division get a t-shirt or sweatshirt to commemorate their dominance!

Title Sponsor - \$1,200

- Company name or logo on Main Street banner in Old Town Tustin and/or city program banners
- One (1) banner on all three (3) fields for all four (4) seasons**
- Company name or logo on championship t-shirts for all four (4) seasons
- Company name or logo in Tustin Today as sponsor

Event Sponsor - \$500

- One (1) banner on all three (3) fields for one (1) season**
- Company name or logo on championship t-shirts for one (1) season

Supporting Sponsor - \$400

- One (1) banner on one (1) field for all four (4) seasons**

Contributing Sponsor - \$100

- One (1) banner on one (1) field for one (1) season**



** Provided by Sponsor

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
60,000

September 30 - October 2, 2016

Tustin Tiller Days

“Let’s go Tillers!” Paying homage to Tustin’s agricultural roots, this annual three day festival and parade, celebrating its 60th year, continues to be the premier fall community event in Orange County. The fun at Tiller Days includes a community parade through the street of Old Town Tustin, a carnival with over 25 rides, live music and entertainment on two stages, 75 craft, info, and commercial vendors, almost 30 food booths, and a beer garden. With an attendance of more than 60,000 people over the three days, the event also provides local non-profit organizations with an amazing opportunity to raise funds for their cause.

Title Sponsor - \$10,000

- Company name or logo on Main Street banner in Old Town Tustin
- Company logo on lawn signs around the City of Tustin
- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Opportunity to display ten (10) banners at the event**
- Recognition over the sound system at the event
- Vendor booth at the event in prime location (1 (10’x20’) vendor booth, 2 tables, and 4 chairs)
- Opportunity to provide raffle prizes for contests
- Company logo on event website with hyperlink
- Company banner on main entertainment stage**
- Company logo on event T-shirt
- Advertisement in program (half-sheet brochure, approximately 9.5”x3” of ad space)
- Invitation to VIP festival kick-off party
- Eight (8) VIP passes for festival parking
- Eight (8) carnival wristbands with complete access to rides
- Participation in the Tustin Tiller Days Parade



Event Sponsor - \$7,500

- Company name or logo on Main Street banner in Old Town Tustin
- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Opportunity to display seven (7) banners at the event**
- Recognition over the sound system at the event
- Vendor booth at the event in prime location (1 (10’x20’) vendor booth, 2 tables, and 4 chairs)
- Opportunity to provide raffle prizes for contests
- Company logo on event website with hyperlink
- Company banner on community entertainment stage**
- Company logo on event T-shirt
- Advertisement in program (half-sheet brochure, approximately 9.5”x3” of ad space)
- Invitation to VIP festival kick-off party
- Six (6) VIP passes for festival parking
- Six (6) carnival wristbands with complete access to rides
- Participation in the Tustin Tiller Days Parade

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
60,000

September 30- October 2, 2016

Tustin Tiller Days

(Cont.)

Parade Sponsor - \$5,000

- Company name or logo on Main Street banner in Old Town Tustin
- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Opportunity to display five (5) banners at the event**
- Recognition over the sound system at the event
- Vendor booth at the event in prime location (1 (10' x 10') vendor booth, 2 tables, and 4 chairs)
- Opportunity to provide raffle prizes for contests
- 3/4 page advertisement in program (half-sheet brochure, approximately 6"x3" of ad space)
- Company logo on event website with hyperlink
- Company logo on parade dignitary vehicle signs
- Company logo on awards and trophies
- Invitation to VIP festival kick-off party
- Four (4) VIP passes for festival parking
- Four (4) carnival wristbands with complete access to rides



Supporting Sponsor - \$3,000

- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Opportunity to display three (3) banners at the event**
- Recognition over the sound system at the event
- Vendor booth at the event in prime location (1 (10'x10') vendor booth, 2 tables, and 4 chairs)
- Opportunity to provide raffle prizes for contests
- Half page advertisement in program (half-sheet brochure, approximately 4"x3" of ad space)
- Invitation to VIP festival kick-off party
- Two (2) VIP passes for festival parking
- Two (2) carnival wristbands with complete access to rides

Contributing Sponsor - \$1,000

- Company name/logo included on all press releases, social media, and advertisements*
- Vendor booth at the event in prime location (1 (10'x10') vendor booth, 2 tables, and 4 chairs)
- Opportunity to provide raffles prizes for contests
- Company logo or small ad in event program (half-sheet brochure, approximately 2"x3" of ad space)
- Opportunity to display one (1) banner at the event**
- Recognition over the sound system at the event
- One (1) VIP pass for festival parking

Advertisement Sponsor - \$500

- Company logo or small ad in event program (half-sheet brochure, approximately 2"x3" of ad space)
- Recognition over the sound system at the event
- Opportunity to display one (1) banner at the event**

Program Sponsor - \$125

- Business Card size advertisement in program

* Includes flyers distributed to 13,000 Tustin Unified School District students

** Provided by Sponsor

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
1,000

October 15, 2016

Old Town Art Walk

“Voila!” A one-day celebration of fine arts that is free to the public, the Art Walk features over 60 local artists with their work on display for sale along the sidewalks of Old Town. Paintings, photography, sculpture, drawings, ceramics, and jewelry are all represented. Hosted in collaboration with several community partners, the event also includes a plein air contest, live music, wine tasting, a photography contest exhibit, a kid's art section, a high school artist gallery, and docent led tours of Old Town.

Title Sponsor - \$1,000

- Company name or logo on Main Street banner in Old Town Tustin
- Company name/logo included on all press releases, social media, and advertisements
- Company logo with hyperlink on event website
- Company logo on the City's water bill inserts (approximately 14,000 inserts)
- Company name or logo in event program
- Company logo on event cable TV slide
- Company banner displayed at the Information Booth and Plein Air Tent**
- Company name or logo on posters displayed at the event
- Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)
- Literature displayed at Information Booth (brochures, flyers, printed media)
- Opportunity to present Plein Air Awards
- Recognition over the sound system at the event

Event Sponsor - \$500

- Company name/logo included on all press releases, social media, and advertisements
- Company name or logo in event program
- Company logo on event cable TV slide
- Company banner displayed at the Plein Air Tent**
- Company name or logo on posters displayed at the event
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Literature displayed at Information Booth (brochures, flyers, printed media)
- Opportunity to present Plein Air People's Choice Awards
- Recognition over the sound system at the event

Supporting Sponsor - \$250

- Company name or logo in event program
- Company name or logo on posters displayed throughout the event
- Company banner displayed at the event**
- Sidewalk vendor space at event
- Literature displayed at Information Booth (brochures, flyers, printed media)
- Recognition over the sound system at the event

Contributing Sponsor - \$100

- Company name or logo in event program
- Company name or logo on posters displayed at information booth
- Company banner displayed at the event**

** Provided by Sponsor

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”



Estimated Attendance:
2,000

October 31, 2016

Halloween Howl

“Boo!” Costumes and candy, what else do you need when it comes to Halloween, right? Well at the Columbus Tustin Activity Center, we take it up a notch in this early afternoon, family friendly Halloween event. Multiple bounce houses, a trackless train, carnival games, a live stage show, and plenty of treats for kids and their families are all a part of the festivities. The highlight of the event is the costume parade when the most creative and fun costumes win awards donated by event sponsors.

Title Sponsor - \$1,000

- Company name or logo on Main Street banner in Old Town Tustin
- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Two (2) banners displayed at the event**
- Recognition over the sound system at the event
- Vendor booth at the event in prime location (1 table and 2 chairs)
- Opportunity to pass out paper media at the event

Event Sponsor - \$500

- Company name/logo included on all press releases, social media, and advertisements*
- One (1) banner displayed at the event**
- Recognition over the sound system at the event
- Vendor Booth at the event (1 table and 2 chairs)

Supporting Sponsor - \$100

- Recognition over the sound system at the event
- Company name or logo on posters displayed at the event

Prize Sponsor - raffle prizes, gift certificates, and candy

- Company name or logo on posters displayed at one (1) area of the event



* Includes flyers distributed to 10,000 Tustin Unified School District students
 ** Provided by Sponsor

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
1,000

December 2, 2016

Christmas Tree Lighting

“Ho, Ho, Ho!” As an official kick off to the holiday season in Tustin, the Christmas Tree Lighting is held each year and hosted by the newly elected Mayor. A variety of community groups perform holiday themed dance or music numbers for the 1,000 people in attendance while cookies and hot chocolate are being served by local non-profit groups. Best of all is the visit from Santa Claus, who helps light the Christmas tree and then sticks around for photos with all the good boys and girls!

Title Sponsor - \$1,000

- Company name or logo on Main Street banner in Old Town Tustin
- Company name/logo included on all press releases, social media, and advertisements *
- Company logo on event cable TV slide
- Two (2) banners displayed at the event**
- Recognition over the sound system at the event
- Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)
- Opportunity to pass out paper media at the event

Event Sponsor - \$500

- Company name /logo included on all press releases, social media, and advertisements*
- One (1) banner displayed at the event**
- Recognition over the sound system at the event
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)

Supporting Sponsor - \$100

- Recognition over the sound system at the event
- One (1) banner displayed at the event**
- Company name/logo on posters displayed at one (1) area of the event

Prize Sponsor - raffle prizes, gift certificates, and candy

- Company name/logo on posters displayed at one (1) area of the event



* Includes flyers distributed to 17,000 Tustin Unified School District students
 ** Provided by Sponsor

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
200

December 10, 2016

Holiday Talent Show

“Everyone has talent, find out who has the courage to show it.” Open to participants from age five to adult, amateur performers are able to display their talent in our newly redesigned Tustin Community Center at the Market Place. Don't miss your chance to see the future stars of America.

Title Sponsor - \$1,500

- Company name/logo on banners placed throughout the city and at city events
- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Company name/logo on screen at event**
- Company name/logo in the program
- Two (2) stand alone thank you posters
- Recognition over the sound system at the event
- Vendor booth at the event in prime location (1 table and 2 chairs)
- Opportunity to pass out paper media at the event

Event Sponsor - \$750

- Company name/logo included on all press releases, social media, and advertisements*
- Company name/logo on screen at event**
- Company name/logo in the program
- One (1) stand alone thank you poster
- Recognition over the sound system at the event
- Vendor booth at the event (1 table and 2 chairs)

Prize Sponsor - \$400 (limit to 4 different sponsors)

- Company name/logo included on all press releases, social media, and advertisements*
- Company name/logo on screen at event**
- Company name/logo in the program
- Company name/logo on specific awards
- Vendor booth at the event

Supporting Sponsor - \$100

- Company name/logo on screen at event**
- Company name/logo in the program



* Includes flyers distributed to 13,000 Tustin Unified School District students

** Includes a Power Point slide advertisement at event

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
250

December 1-24, 2016

Holiday Basket Program

“Tis the season!” Each holiday season the Tustin Family Youth Center coordinates this social service program that benefits Tustin's underprivileged families. “Baskets” containing donated items such as non-perishable food, toiletries, clothing, and toys are provided to over 100 families every year. Most of these families are not be able to buy Christmas gifts for their kids or even put three meals a day on the table. Fully funded via sponsorships and donations from local non-profit and businesses, this program culminates in families coming to the Youth Center to have a visit with Santa Claus and pick up their basket.

Title Sponsor - \$500

- Company name/logo included on all press releases, social media, and advertisements
- Company logo on event cable TV slide
- Opportunity to pass out paper media at the event

Event Sponsor - \$250

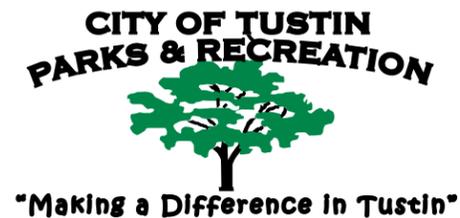
- Company name/logo included on all press releases, social media, and advertisements
- Opportunity to pass out paper media at the event

Supporting Sponsor - \$100

- Company name/logo included on all press releases, social media, and advertisements

Prize Sponsor - raffle prizes, gift certificates, and candy

- Company name/logo included on all press releases, social media, and advertisements



“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

2016

Sponsorship Commitment Form

Total # of Events _____

Total Sponsorship \$ _____

Sponsor Information

Company Name: _____

Company Representative: _____

How to List Company Name on Marketing Materials: _____

Phone Number: _____

Address: _____

Email: _____

Easter Egg Hunt

- Title Sponsor (\$1,500)
- Event Sponsor (\$1,000)
- Supporting Sponsor (\$500)
- Contributing Sponsor (\$200)
- Prize Sponsor

Youth Track Meet

- Title Sponsor (\$1,000)
- Event Sponsor (\$500)
- Supporting Sponsor (\$200)
- Contributing Sponsor (\$50)

Community Yard Sale

- Title Sponsor (\$250)
- Event Sponsor (\$125)

Cinco de Mayo

- Title Sponsor (\$500)
- Event Sponsor (\$250)
- Supporting Sponsor (\$100)
- Prize Sponsor

Street Fair & Chili Cook-off

- Title Sponsor (\$10,000)
- Event Sponsor (\$7,500)
- Supporting Sponsor (\$3,000)
- Supporting Sponsor (\$3,000)
- Contributing Sponsor (\$1,000)
- Advertisement Sponsor (\$550)
- Program Sponsor (\$125)

Concerts in the Park

- Title Sponsor (\$3,000)
- Event Sponsor (\$1,500)
- Supporting Sponsor (\$500)
- Contributing Sponsor (\$200)

July 4th Celebration

- Title Sponsor (\$3,000)
- Event Sponsor (\$1,500)
- Supporting Sponsor (\$500)
- Contributing Sponsor (\$200)

Movies in the Park

- Title Sponsor (\$250)
- Event Sponsor (\$150)
- Supporting Sponsor (\$100)

Student Film Festival

- Title Sponsor (\$1,500)
- Event Sponsor (\$750)
- Prize Sponsor (\$400)
- Supporting Sponsor (\$100)

Tustin Tiller Days

- Title Sponsor (\$10,000)
- Event Sponsor (\$7,500)
- Parade Sponsor (\$5,000)
- Supporting Sponsor (\$3,000)
- Contributing Sponsor (\$1,000)
- Advertisement Sponsor (\$500)
- Program Sponsor (\$125)

Old Town Art Walk

- Title Sponsor (\$1,000)
- Event Sponsor (\$500)
- Supporting Sponsor (\$250)
- Contributing Sponsor (\$100)

Halloween Howl

- Title Sponsor (\$500)
- Event Sponsor (\$250)
- Supporting Sponsor (\$100)
- Prize Sponsor

Christmas Tree Lighting

- Title Sponsor (\$500)
- Event Sponsor (\$250)
- Supporting Sponsor (\$100)
- Prize Sponsor

Tustin Adult Softball League

- Title Sponsor (\$1,200)
- Event Sponsor (\$500)
- Supporting Sponsor (\$400)
- Contributing Sponsor (\$100)

Holiday Talent Show

- Title Sponsor (\$1,500)
- Event Sponsor (\$750)
- Prize Sponsor (\$400)
- Supporting Sponsor (\$100)

Holiday Basket Program

- Title Sponsor (\$500)
- Event Sponsor (\$250)
- Supporting Sponsor (\$100)
- Prize Sponsor



Partner Packages - Maximize Your Community Exposure!

Become a certain level sponsor for all events and programs for one discounted contribution.

Big Bang Package!

Includes Tustin's largest events; Tustin Tiller Days, Tustin Street Fair and Chili Cook-off, July 4th Celebration, and Concerts in the Park.

\$20,000 Title Sponsor (\$6,000 Savings @ 4 Events/Programs)

We LOVE Tustin Package!

Includes the best of Tustin's community events; Easter Egg Hunt, Youth Track Meet, Community Yard Sale, Cinco de Mayo, Concerts in the Park, July 4th Celebration, Movies in the Park, Adult Softball League, Old Town Art Walk, Halloween Howl, Christmas Tree Lighting, and Holiday Basket Program.

\$10,000 Title Sponsor (\$3,700 Savings @ 13 Events/Programs)

\$5,000 Event Sponsor (\$2,025 Savings @ 13 Events/Programs)

\$2,000 Supporting Sponsor (\$950 Savings @ 12 Events/Programs)

Holiday Celebration Package!

Includes Tustin's holiday events; Easter Egg Hunt, Cinco de Mayo, July 4th Celebration, Halloween Howl, and Christmas Tree Lighting.

\$5,000 Title Sponsor (\$1,000 Savings @ 5 Events/Programs)

Please note that individual sponsorship packages can be tailored to meet your company's unique promotional needs. Payment Plan (check one)

Quarterly (Based on events occurring in specific quarter)

Bi-annual (Based on events occurring in bi-annual time frame)

One Installment

Make checks payable to the *City of Tustin*.

Send Sponsorship Form to:

Tustin Parks and Recreation Department

300 Centennial Way

Tustin, CA 92780

For more information contact

Tustin Parks and Recreation Department at tprd@tustinca.org / (714) 573-3326.

"CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS."

TUSTIN PARKS & RECREATION SERVICES DEPARTMENT

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

2016 SPONSORSHIP PACKET

For more information contact:

Tustin Parks and Recreation Department at
tprd@tustinca.org or (714) 573-3326.

