



PARKS & RECREATION
Creating Community

Full of
smiles and
memories!

Tustin Tiller Days SPONSORSHIP Prospectus



October 3, 2025 - October 5, 2025

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INTRODUCTION



Tustin Parks and Recreation Department Mission Statement

To enhance the quality of life in Tustin through collaboration, compassion, and connection.

Investment Opportunities

The City of Tustin Parks and Recreation Department provides the opportunity to not only promote your business with unique and affordable advertising, but to also invest in the programs, parks, and special events in your community. Networking with local elected and appointed officials, local businesses, and service clubs is an added opportunity for exposure.



TILLER DAYS

Information

Celebrating it's 67th year, Tustin Tiller Days is a three-day festival that is a highlight in Orange County's fall calendar, attracting over 50,000 participants. It features a community parade in Old Town Tustin, thrilling carnival rides, live music and entertainment on two stages, a beer and wine garden, and 75+ vendors offering goods, crafts, information, and tasty food items. In addition, Tiller Days fun includes wiener dog races, hot wing and ice cream eating contests, and the Backyard Brewfest. This event also serves as an annual fundraising opportunity for several of our local non-profit organizations.

Estimated Attendance

50,000 people

Location

Columbus Tustin Park
14712 Prospect Ave., Tustin

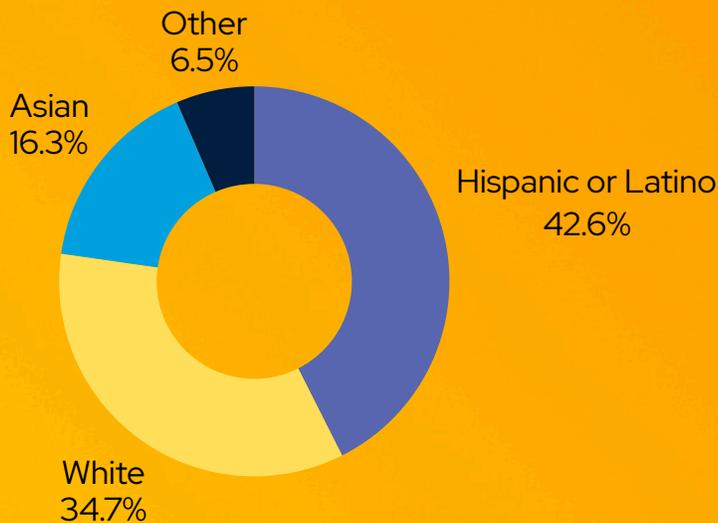
Dates

October 3 - October 5, 2025



TILLER DAYS

Demographics



Households

73.9% Families
Average family size of 3.1 people per family



Housing

57.4% Owner Occupied Homes
\$718,768 Average Owner Occupied Home Value



Household Income

Household Average Income \$127,704
Household Median Income \$97,744

Highest Level of Education



SPONSORSHIP Options

	Assisting Sponsor	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor	Diamond Sponsor	Presenting Sponsor
Sponsorship Recognition Opportunities	\$250	\$500	\$1,500	\$3,500	\$5,000	\$7,500	\$10,000
# of banners at the event**	1*	1	1	3	5	7	10
Ad in event program	Card Size*	Card Size	1/8	1/4	1/2	3/4	Full
Recognition announcements throughout the event and parade		X	X	X	X	X	X
Logo on event webpage with hyperlink		X	X	X	X	X	X
# of VIP parking passes			2	2	4	6	8
Logo on marketing and social media ads***			X	X	X	X	X
Opportunity to provide raffle prizes for contests			X	X	X	X	X
Vendor booth in prime location			10'x10'	10'x10'	10'x10'	10'x20'	10'x20'
Logo on Main Street banner in Old Town Tustin				X	X	X	X
Logo on Tiller Days commemorative t-shirts				X	X	X	X
Invitation to VIP festival kick-off party				X	X	X	X
Go Country 105.1 on-air recognition prior to event					X	X	X
Logo on the City's water bill inserts (14,000 inserts)					X	X	X
Complimentary entry into Tustin Tiller Days parade					X	X	X
Judge Vendor Booth Decorating Contest					X		
Logo on parade awards and trophies						X	
Judge "Kids Say the Funniest Things" Contest						X	
Naming rights to an entertainment stage						Community	Main
Recognition on event banner in food court							X
Logo on VIP parking passes							X
Two reserved seats at the parade Civic Judging Station							X
Judge parade civic entries							X

*Choose between a banner OR an ad in the program

**Provided to the City by Sponsor

***Includes flyers distributed to Tustin Unified School District students



PRESENTING Sponsor

\$10,000

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo included on marketing and social media ads*
- Opportunity to display ten (10) banners at the event**
- Go Country 105.1 on-air recognition prior to event
- Vendor booth (10'x20') in prime location
- Recognition announcements throughout the event and parade
- Company logo on event webpage with hyperlink
- Naming rights for the Main entertainment stage
- Exclusive recognition on event banner in food court tent
- Full page advertisement in event program (approx. 8.25"x7" ad space)
- Invitation to VIP festival kick-off party
- Company logo on the City's water bill inserts (14,000 inserts)
- Company logo on VIP kick-off party invite
- Company logo on Tiller Days commemorative t-shirts
- Company logo on VIP parking passes
- Receive up to eight (8) festival VIP parking passes
- Complimentary entry in the Tustin Tiller Days Parade
- Reserved seating for two (2) at the Parade Civic Judging Station
- Opportunity to judge parade civic entries
- Opportunity to provide prizes for contests

*Includes flyers distributed to Tustin Unified School District students

**Provided by sponsor



DIAMOND Sponsor

\$7,500

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo included on marketing and social media ads*
- Opportunity to display seven (7) banners at the event**
- Go Country 105.1 on-air recognition prior to event
- Vendor booth (10'x20') in prime location
- Recognition announcements at the event
- Company logo on the City's water bill inserts (14,000 inserts)
- Company logo on event website with hyperlink
- Naming rights for the Community entertainment stage
- Company logo on Tiller Days commemorative t-shirts
- Company logo on parade awards and trophies
- Three quarter page advertisement in event program (approximately 5.5"x7" ad space)
- Invitation to VIP festival kick-off party
- Receive up to six (6) festival VIP parking passes
- Complimentary entry in the Tustin Tiller Days Parade
- Opportunity to judge Kids Say the Funniest Things Contest
- Opportunity to provide prizes for contests

*Includes flyers distributed to Tustin Unified School District students

**Provided by sponsor



PLATINUM Sponsor

\$5,000

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo included on marketing and social media ads*
- Opportunity to display five (5) banners at the event**
- Go Country 105.1 on-air recognition prior to event
- Vendor booth (10'x10') in prime location
- Recognition announcements at the event
- Half-page advertisement in event program (approximately 4"x7" ad space)
- Company logo on the City's water bill inserts (14,000 inserts)
- Company logo on event webpage with hyperlink
- Company logo on Tiller Days commemorative t-shirts
- Invitation to VIP festival kick-off party
- Receive up to four (4) festival VIP parking passes
- Complimentary entry in the Tustin Tiller Days Parade

*Includes flyers distributed to Tustin Unified School District students

**Provided by sponsor



GOLD Sponsor

\$3,500

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo included on social media and advertisements*
- Opportunity to display three (3) banners at the event**
- Vendor booth (10'x10') in prime location
- Recognition announcements at the event
- Opportunity to provide prizes for contests
- Advertisement in event program (approximately 5.5"x3.25" ad space)
- Company logo on event webpage with hyperlink
- Company logo on Tiller Days commemorative t-shirts
- Invitation to VIP festival kick-off party
- Receive up to two (2) festival VIP parking passes



*Includes flyers distributed to Tustin Unified School District students

**Provided by sponsor

SILVER Sponsor

\$1,500

- Company name/logo included on marketing and social media ads*
- Vendor booth (10'x10') in prime location
- Opportunity to provide prizes for contests
- Company logo/small ad in event program (approximately 4"x3.25" ad space)
- Company logo on event webpage with hyperlink
- Opportunity to display one (1) banner at the event**
- Recognition announcements at the event
- Receive up to two (2) festival VIP parking passes



*Includes flyers distributed to Tustin Unified School District students

**Provided by sponsor

BRONZE Sponsor

\$500

- Opportunity to display one (1) banner at the event**
- Recognition announcements at the event
- Company logo/small ad in event program (approximately 3.25"x3.25" ad space)
- Company logo on event webpage with hyperlink

ASSISTING Sponsor

\$250

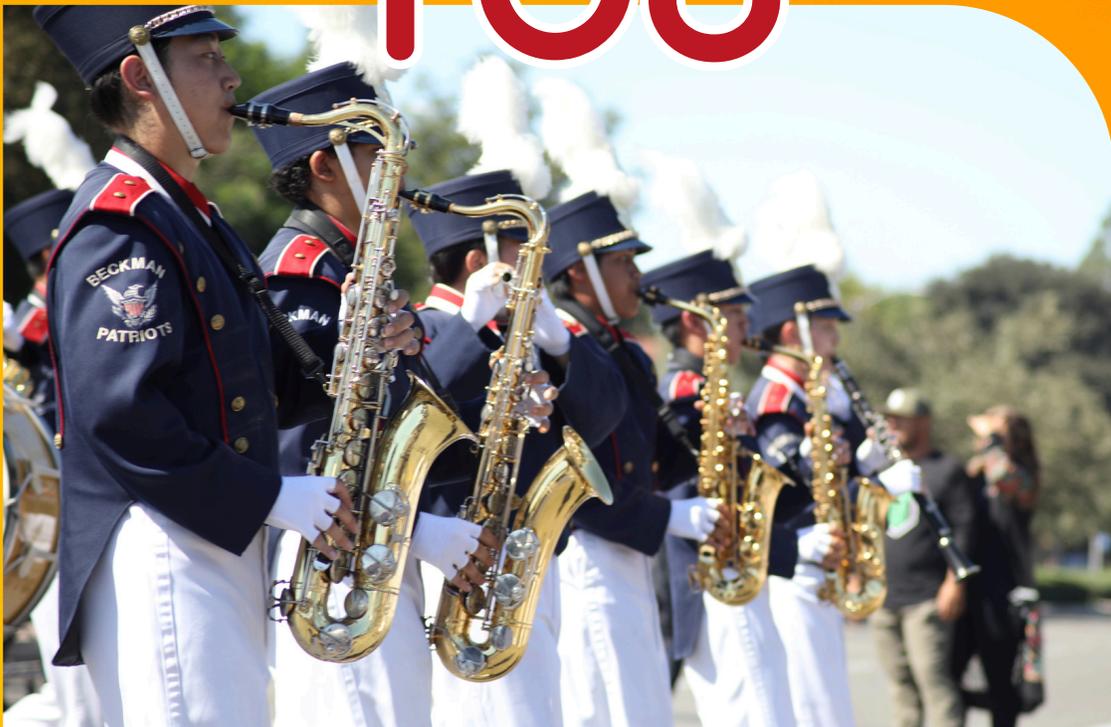
- Business card size advertisement in program (approximately 2"x3.25" ad space) OR one (1) banner hung at the event**

**Provided by sponsor



full of
awesome!

THANK YOU



714-573-3326



tustintillerdays@tustinca.org



300 Centennial Way, Tustin 92780



@TustinTillerDaysOfficial



2025 TUSTIN TILLER DAYS COMMITMENT FORM

Sponsor Information

Company Name: _____

Company Representative: _____

How to List company Name in Marketing Materials: _____

Phone Number: _____

Address: _____

Email: _____

Social Media Handles: _____

Sponsorship Level

Please check the appropriate box below.

- Presenting Sponsor (\$10,000)
- Diamond Sponsor (\$7,500)
- Platinum Sponsor (\$5,000)
- Gold Sponsor (\$3,500)
- Silver Sponsor (\$1,500)
- Bronze Sponsor (\$500)
- Assisting Sponsor (\$250)

Payment Method (Check One):

- Credit Card
- Check - make payable to City of Tustin

EMAIL TO:
TUSTINTILLERDAYS@TUSTINCA.ORG

MAIL TO:
TUSTIN PARKS AND RECREATION
TUSTIN TILLER DAYS COMMITTEE
300 CENTENNIAL WAY
TUSTIN, CA 92780

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