



**TUSTIN PARKS AND RECREATION DEPARTMENT**

# Partnership Prospectus 2026



  
**TUSTIN**  
PARKS & RECREATION  
Creating Community

**FIND  
YOUR  
FUN!**



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# ABOUT US

## 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.

## MARKETING HIGHLIGHTS

The City of Tustin special events come alive with incredible community involvement. Sponsorship levels vary and your company may benefit from many of the following event-related promotions:

- Use of event logo in product
- High traffic locations
- Sampling or couponing
- Retail/trade promotion
- High visibility signage
- Promotional radio spots
- Web page flyers
- Street banners
- Social media
- Local press coverage
- Flyers and posters
- Ads in official programs
- Event t-shirts
- Event banners
- Company booth space
- Logo on event web page with hyperlink

## DEMOGRAPHICS

Tustin has a growing, culturally diverse population. We are located in central Orange County, a vibrant community of over three million residents.

## FOR MORE INFORMATION

714.573.3326

tprd@tustinca.org

[www.tustinca.org/sponsorship](http://www.tustinca.org/sponsorship)



# SMOOCHES 'N' POOCHES

Bark Barracks at Tustin Legacy Park  
1625 Flight Way, Tustin 92782

The City of Tustin invites you to join us for the first-ever Smooches 'N' Pooches event at the Bark Barracks, our beloved dog park at the Tustin Legacy. This event is a fantastic opportunity to engage with the Tustin community and showcase your company to numerous attendees, including families, pet owners, and local businesses. Enjoy crafts, floral arranging, local vendors, exciting games, and memorable photo opportunities. Capture the moment with caricatures and make connections in a lively and joyful atmosphere. As a sponsor, your organization will receive valuable exposure and recognition for supporting this delightful event that brings happiness to our community and their furry companions.

## TOP DOG SPONSOR - \$750

- Company name/logo included on marketing and social media ads\*
- Company logo on event web page with hyperlink
- Company banner displayed on Stage\*\*
- Company name/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 (brochure, flyer, or printed material)\*\*
- Recognition announcements at the event

## GOLD PAW SPONSOR - \$500

- Company name/logo included on marketing and social media ads\*
- Company name/logo on posters displayed at the event
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*
- Recognition announcements at the event

## SILVER LEASH SPONSOR - \$250

- Company banner displayed at the event\*\*
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*
- Recognition announcements at the event

## COMMUNITY BONE SPONSOR - \$100

- Company name/logo on posters displayed at Information Booth
- Opportunity to display one (1) banner at event\*\*

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

\*\*Provided by sponsor

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# LOTERIA NIGHTS

Tustin Family and Youth Center  
14722 Newport Avenue, Tustin 92780

Loteria Nights are held once a month from February through April and they are free community events where families can come together for friendly competition and the chance to win exciting prizes. This fun, welcoming event is open to all. The center is located in Southwest Tustin and this event provides direct involvement with this vibrant community.

## EL GALLO PRESENTING SPONSOR - \$500

- Opportunity for an information table during all three nights
- Business name and logo on table centerpieces
- Business name and logo on prize tags
- Recognition of company during the event
- Recognition of company on promotional banners and flyers\*
- Social Media recognition through the Tustin Family and Youth Center Instagram account
- Name/logo of company on all marketing material for all three nights

## EL SOL PRIZE SPONSOR - \$250

- Opportunity for an information table at one night
- Business name and logo on prize tags
- Recognition of company during the event
- Recognition of company on promotional banners and flyers\*
- Social Media recognition through the Tustin Family and Youth Center Instagram account
- Name/logo of company on all marketing material for all three events

## FAMILIA FUN SUPPORTING SPONSOR - \$100

- Recognition of company during the event
- Name of company on flyer and banner\*

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

\*\* Provided by sponsor



# BINGO NIGHTS

Clifton C. Miller Community Center  
300 Centennial Way, Tustin 92780

Held twice a year, our Bingo Nights draw between 150 to 200 players. Dress in your favorite glow attire and have a good time at Bingo Night. The event will feature fun bingo games and a chance to win great prizes. This is a community event open to adults 21 and over. Sponsoring these events also includes seminar and table opportunities at the Tustin Area Senior Center, at no extra cost.

## EVENT SPONSOR - \$500

- Opportunity to have a table for display at event
- Four (4) complimentary admission tickets to event
- Business name and logo on centerpieces
- Recognition of company during event
- Recognition of company on donor board
- Name/logo of company on all marketing material for both events
- Opportunity to present two (2) educational seminars or host an Informational Table on two (2) occasions

## TABLE SPONSOR - \$250

- Opportunity to have a table for display at event
- Two (2) complimentary admission and drink tickets to attend event
- Logo to be placed on table centerpieces
- Recognition of company during event
- Recognition of company on donor board
- Name of company on all marketing materials for one event
- Opportunity to present one (1) educational seminar or host an Informational Table

## SUPPORTING SPONSOR - \$100

- Recognition of company during the event
- Recognition of company on donor board
- Name of company on flyer

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

\*\* Provided by sponsor



# YOUTH TRACK MEET

Tustin High School  
1171 El Camino Real, Tustin 92780

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 Tustin High School, the Youth Track Meet involves approximately 300 participants each year, as well as their families who watch them compete.

## EVENT SPONSOR - \$250

- Company name/logo included on marketing and social media ads\*
- Company name/logo with hyperlink on the event website
- Four (4) company banners displayed at event\*\*
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Recognition announcements at the event
- Complimentary entry in the Youth Track Meet for four (4) participants (must meet age requirement)
- Company logo on the City's water bill inserts mailed to 14,000 households

\*Includes flyers distributed to Tustin Unified School District students and city facilities

\*\*Provided by sponsor



# EASTER CELEBRATION & EGG HUNT

Tustin Sports Park  
12850 Robinson Drive, Tustin 92782

This free annual event features fun activities for the whole family including a petting zoo, live entertainment, bounce houses, photos with the Easter bunny, a 0-18 months play area, and carnival games. The highlight of the event is the egg hunt, divided into four age-based areas. Children will fill their Easter baskets with candy and search for the coveted “Golden Eggs,” which contain vouchers for valuable prizes donated by event sponsors!

## PRESENTING SPONSOR - \$2,500 (LIMIT 2)

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo included on marketing and social media ads\*
- Four (4) banners displayed at the event\*\*
- Two (2) vendor booths or a 20'x20' designated area at the event in a prime location (2 canopies, 2 tables, and 4 chairs)
- Recognition announcements at the event
- Company name/logo on banners at the event
- Company name/logo on signage at all four (4) egg hunt areas
- Company name/logo on VIP Parking Passes
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*

## TITLE SPONSOR - \$1,500

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo included on marketing and social media ads\*
- Three (3) banners displayed at the event\*\*
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Recognition announcements at the event
- Company name/logo on banners at the event
- Company name/logo on VIP Parking Passes
- Company name/logo on signage in a prominent area
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*

## EVENT SPONSOR - \$750

- Company name/logo included on marketing and social media ads\*
- Two (2) banners displayed at the event\*\*
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Recognition announcements at the event
- Company name/logo on banners at the event



**SUPPORTING SPONSOR - \$500**

- Vendor booth at the event (1 table and 2 chairs)
- Recognition announcements at the event
- One (1) banner displayed at the event\*\*

**CONTRIBUTING SPONSOR - \$250**

- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*
- One (1) banner displayed at the event\*\*

**PRIZE SPONSOR - RAFFLE PRIZES, GIFT CERTIFICATES, AND CANDY USED FOR EGG HUNT (\$25+ value)**

- Company name/logo on “Golden Egg” raffle baskets
- Company name/logo on posters displayed at one (1) area of the event

\*Includes flyers distributed to Tustin Unified School District students, city facilities, and businesses that support the event

\*\*Provided by sponsor



# COMMUNITY YARD SALE

Clifton C. Miller Community Center  
300 Centennial Way, Tustin 92780

This annual rummage sale provides community members the opportunity to buy and sell used goods. The Community Yard Sale hosts over 80 vendors each year, providing fun bargain shopping for everyone.

## TITLE SPONSOR - \$500

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo included on marketing and social media ads\*
- Two (2) banners displayed at the event\*\*
- Company name/logo on materials displayed at the event
- Two (2) vendor booths (10'x10') at the event in prime location (2 tables and 4 chairs)
- Opportunity to pass out media at the event\*\*

## EVENT SPONSOR - \$250

- Company name/logo included on marketing and social media ads\*
- One (1) banner displayed at the event\*\*
- Vendor booth space (10'x10') at the event (1 table and 2 chairs)
- Company name/logo on event flyer

## ASSISTING SPONSOR - \$100

- One (1) banner displayed at the event\*\*
- Vendor booth space (10'x10') at the event

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

\*\*Provided by sponsor



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# VIVA TUSTIN CELEBRATION

Frontier Park

1400 Mitchell Avenue, Tustin 92780

This free community celebration includes game booths, live entertainment, a snack bar, and raffle prizes. Each year, approximately 500 people attend this fun, festive, and lively fiesta to celebrate Tustin’s Hispanic culture. This event is also a great chance for local organizations to provide information to the community about their services and programs.

## GRAND FIESTA SPONSOR - \$1,000

- Company name/logo included on event flyer\*
- Company name/logo included on marketing and social media ads\*
- Company logo on the City’s water bill inserts mailed to 14,000 households
- Two (2) banners displayed at the event\*\*
- Company name/logo on posters and banners displayed at the event
- Recognition announcements at the event
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Opportunity to pass out media at the event\*\*



## FIESTA FRIEND SPONSOR - \$750

- Company name/logo included on event flyer\*
- Company name/logo included on marketing and social media ads\*
- One (1) banner displayed at the event\*\*
- Company name/logo on posters and banners displayed at the event
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Recognition announcements at the event



## CULTURA CREW SPONSOR - \$500

- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Company name/logo included on marketing and social media ads\*
- Recognition announcements at the event

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

\*\*Provided by sponsor



# MEMORIAL DAY REMEMBRANCE

Veterans Sports Park  
1645 Valencia Avenue, Tustin 92782

Tustin is proud to honor those who gave the ultimate sacrifice with our Memorial Day Remembrance Event. This annual event includes speeches from dignitaries, honors Tustin K.I.A. service members, a 21 gun salute, and more. The community event draws 500 people to the Veterans Memorial. Your partnership is a way to help Tustin honor and remember those from our community who answered the call of duty and gave all.

## TITLE SPONSOR - \$500

- Company name/logo included on marketing and social media ads
- Company logo with hyperlink on the event website
- Company logo on the City's water bill inserts mailed to 14,000 households
- Company name/logo in event program
- Company banner displayed on stage\*\*
- Company name/logo on posters displayed at the event
- Vendor booth at the event in a prime location (1 canopy, 1 table, and 2 chairs)
- Literature displayed at Information Booth (brochures, flyers, printed media)\*\*
- Recognition announcements at the event

## EVENT SPONSOR - \$250

- Company name/logo included on marketing and social media ads
- Company name/logo in event program
- Company banner displayed at the event\*\*
- Company name/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)\*\*
- Recognition announcements at the event

## Supporting Sponsor - \$100

- Company name/logo in event program
- Company banner displayed at the event\*\*
- Literature displayed at Information Booth (brochures, flyers, printed media)\*\*
- Recognition announcements at the event

\*\* Provided by sponsor



# TUSTIN FAMILY AND YOUTH CENTER SUMMER CAMP

Tustin Family and Youth Center  
14722 Newport Avenue, Tustin 92780

The Tustin Family and Youth Center proudly offers a free Summer Day Camp for youth ages 6 to 13, operating Monday through Friday from 9:00 am to 4:00 pm. The eight-week program features engaging weekly themes that include games, arts and crafts, excursions, and complimentary snacks and lunch for all participants. By supporting Summer Day Camp, sponsors play a vital role in making a meaningful difference in the lives of local youth and strengthening our community.

## TITLE SPONSOR - \$2,000

- Company name/logo included on program flyer\*
- Company name/logo included on marketing and social media ads
- Company logo on the City's water bill inserts mailed to 14,000 households
- Logo on summer day camp t-shirt and bulletin boards
- Opportunity to display company banner at camp location
- Opportunity to distribute branded giveaway to campers
- Invitation for sponsor representative to visit camp (limited, supervised)
- Literature displayed at Parent Check-In (brochures, flyers, printed media)\*\*

## FIELD TRIP SPONSOR - \$1,500

- Company name/logo included on field trip flyer and permission slip
- Company name/logo included on marketing and social media ads related to the field trip
- Verbal recognition at field trip
- Recognition announcements at the field trip
- Opportunity to display company banner at camp location week of field trip
- Opportunity to distribute branded giveaway to campers
- Literature displayed at Parent Check-In (brochures, flyers, printed media) week of field trip\*\*
- Invitation for sponsor representative to visit camp week of field trip (limited, supervised)
- Company logo on camper's lanyard worn at field trip

## FUN FRIDAY SPONSOR - \$500

- Company name/logo included on Fun Friday flyer
- Verbal recognition at event
- Literature displayed at Parent Check-In (brochures, flyers, printed media) week of Fun Friday\*\*
- Invitation for sponsor representative to visit on selected Fun Friday (limited, supervised)

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

\*\* Provided by sponsor



# STREET FAIR & CHILI COOK-OFF

Old Town Tustin  
Main Street and El Camino Real

The Tustin Street Fair & Chili Cook-Off offers sponsors a rare opportunity to connect with thousands of engaged residents and visitors in the heart of Old Town Tustin during one of the city's most anticipated annual events. With full-street closures, multiple entertainment zones, and hours of sustained foot traffic, sponsors receive high-impact, in-person brand exposure in a lively, family-friendly setting. Your partnership places your brand at the center of a community celebration that blends entertainment, food, and local pride—while directly supporting Tustin-based nonprofit organizations through volunteerism and charitable fundraising.

## OFFICIAL SPONSOR - \$15,000 (LIMIT 1)

- Main Stage referred to as “Company Name” Stage
- Company logo on Main Street banner in Old Town (logo larger than all other sponsors)
- Company name/logo on event banners displayed throughout the city
- Opportunity to display fifteen (15) banners at the event including the Ticket Booths\*\*
- Opportunity to display ten (10) advertising inflatables and/or other products at the event\*\*
- Opportunity to announce the Chili Competition winners along with the event staff
- Recognition announcements at the event
- Opportunity to provide prizes for live contests
- Two (2) full-page advertisements in event program
- A slide deck post featured on the event and Parks and Recreation's social media pages
- Logo on the cover of event program larger size than other level sponsors with clear indication that company is the Official Sponsor
- Company name/logo on event flyers and social media ads\*
- Company logo on event web page with hyperlink (logo larger than all other sponsors)
- Company feature on event web page with company photo and social media handles
- Large banner on Main Stage recognizing company as the Official Sponsor (there may be an additional general banner with the logos of the Presenting and Diamond Sponsors)
- Company logo on all three (3) stages of the event
- Complimentary entry for up to four (4) Street Fair booths in prime location
- Access to VIP area for up to 15 guests
- Receive up to seven (7) VIP parking passes
- Company logo on VIP invite (logo larger than all other sponsors)
- Company logo on event VIP parking passes (logo larger than all other sponsors)
- Logo larger than lower tier sponsors on print media
- Opportunity to judge chili with two (2) judge spots
- Opportunity to provide swag in VIP tent\*\*
- Company logo on Street Fair commemorative t-shirts (logo larger than all other sponsors)
- Company logo on the City's water bill inserts mailed to 14,000 households



**PRESENTING SPONSOR - \$10,000**

- Company logo on Main Street banner in Old Town Tustin
- Company name/logo on event banners displayed throughout the city
- Opportunity to display ten (10) banners at the event\*\*
- Recognition announcements at the event
- Opportunity to provide prizes for live contests
- Full-page advertisement in event program
- Company logo on cover of event program
- Company name/logo on event flyers and social media ads\*
- Company logo on event web page with hyperlink
- Secondary stage named after the company to include company banner provided by the sponsor\*\*
- Logo on banner at all stages
- Complimentary entry for two (2) Street Fair booths
- Access to VIP area for up to ten (10) guests
- Receive up to five (5) VIP parking passes
- Company logo on VIP invite
- Company logo on event VIP parking passes
- Company logo larger than lower tier sponsors
- Opportunity to provide swag in VIP tent\*\*
- Company logo on Street Fair commemorative t-shirts
- Company logo on the City's water bill inserts mailed to 14,000 households

**DIAMOND SPONSOR - \$7,500**

- Company logo on Main Street banner in Old Town Tustin
- Opportunity to display seven (7) banners at the event\*\*
- Company logo/name on event flyers and social media ads\*
- Full-page advertisement in event program
- Company logo on event web page with hyperlink
- Community stage named after the company to include company banner provided by the sponsor\*\*
- Logo on banner at all stages
- Complimentary entry for one (1) Street Fair booth
- Access to VIP area for up to seven (7) guests
- Receive up to three (3) VIP parking passes
- Opportunity to provide swag in VIP tent\*\*
- Company logo on Street Fair commemorative t-shirts
- Company logo on the City's water bill inserts mailed to 14,000 households



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**PLATINUM SPONSOR - \$5,000**

- Company logo on Main Street banner in Old Town Tustin
- Opportunity to display five (5) banners at the event\*\*
- Recognition announcements at the event
- Half-page advertisement in event program
- Company logo on all event flyers\*
- Complimentary entry for one (1) Street Fair booth
- Access to VIP area for up to five (5) guests
- Receive up to two (2) VIP parking passes
- Opportunity to provide swag in VIP tent\*\*
- Company logo on event web page with hyperlink
- Company logo on banner on Secondary and Community Stages
- Company logo on Street Fair commemorative t-shirts
- Company logo on the City's water bill inserts mailed to 14,000 households

**GOLD SPONSOR - \$3,500**

- Opportunity to display two (2) banners at the event\*\*
- Recognition announcements at the event
- Half-page advertisement in event program
- Company logo on all event flyers\*
- Complimentary entry for one (1) Street Fair booth
- Access to VIP area for up to two (2) guests
- Receive one (1) VIP parking pass
- Opportunity to provide swag in VIP tent\*\*
- Company logo on the event web page with hyperlink
- Company logo on banner on the Community Stage
- Company logo on Street Fair commemorative t-shirts



**SILVER SPONSOR - \$1,500**

- Opportunity to provide raffle prizes for Main Stage\*\*
- Quarter page advertisement in event program
- Company logo on all event posters
- Complimentary entry for one (1) Street Fair booth
- Company logo on banner on the Community Stage
- Company logo on event web page with hyperlink

**CHILI TEAMS SPONSOR - \$500**

- Eighth page advertisement in event program
- Complimentary vendor space at Peppertree Park (1 table and 2 chairs)
- Company logo displayed on participating chili booths
- Company logo displayed on People's Choice ballots
- Company logo displayed on banner at the Judges Tent

**ASSISTING SPONSOR - \$250**

- Business card sized advertisement in event program
- 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



# YOUTH TALENT SHOW

Community Center at The Market Place  
2961 El Camino Real, Tustin 92782

This event highlights community performers ages 5 to 17. Join us in supporting young talent and be part of an inspiring showcase of creativity and confidence.

## TITLE SPONSOR - \$500

- Company name/logo included on event flyer
- Company name/logo included on marketing and social media ads
- Two (2) banners displayed at the event\*\*
- Company name/logo on welcome banner displayed at the event
- Designated vendor area at the event (2 tables and 4 chairs)
- Recognition announcements at the event
- Opportunity to present prizes on stage to contest winners and judges
- Opportunity to pass out media at the event\*\*

## EVENT SPONSOR - \$250

- Company name/logo included on event flyer
- Company name/logo included on social media
- One (1) banner displayed at the event\*\*
- Company name/logo on event welcome banner
- Vendor table at the event (1 table and 2 chairs)
- Recognition announcements at the event

## SUPPORTING SPONSOR - \$100

- Company name/logo on poster displayed in one (1) area of the event
- Recognition announcements at the event

## PRIZE SPONSOR - \$50 VALUE

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

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

\*\*Provided by sponsor



# CONCERTS IN THE PARK

Peppertree Park  
230 West First Street, Tustin 92780

The Tustin Parks and Recreation Department is excited to host FREE summer concerts for an eight-week series at Peppertree Park. Picnic, dance, and sing along with your favorite tunes. There is something for everyone, from Rock to 70s, 80s, R&B, and more.

## TITLE SPONSOR - \$4,000 (LIMIT 2)

- Company name/logo on Main Street banner in Old Town Tustin
  - Company logo due before May 1
- Company name/logo included on marketing and social media ads\*
- Two (2) banners displayed at the event\*\*
- Vendor booth at all concerts in prime location (1 canopy, 1 table, and 2 chairs)
- Recognition announcements at the event
- Company logo on the City's water bill inserts mailed to 14,000 households
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*

## EVENT SPONSOR - \$2,000

- Company name/logo included on all marketing and social media ads\*
- One (1) banner displayed at the event\*\*
- Vendor booth at four (4) concerts in prime location (1 canopy, 1 table, and 2 chairs)
- Recognition announcements at the event
- Company logo on the City's water bill inserts mailed to 14,000 households
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*

## SUPPORTING SPONSOR - \$1,000

- Vendor booth at two (2) concerts (1 canopy, 1 table, and 2 chairs)
- Recognition announcements at the event
- Company logo on the City's water bill inserts mailed to 14,000 households
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*

## CONTRIBUTING SPONSOR - \$500

- Vendor booth at one (1) of the concerts (1 canopy, 1 table, and 2 chairs)
- Company logo on the City's water bill inserts mailed to 14,000 households

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

\*\*Provided by sponsor



# JULY 4TH CELEBRATION

Tustin High School  
1711 El Camino Real, Tustin 92780

Be a part of and contribute to one of Tustin's favorite annual event celebrating our nation's independence. Held at Tustin High School, the celebration starts with a concert on the football field and then moves on to a fireworks display that lights up the Tustin sky. Your sponsorship of this free event will allow your company name and logo to be seen by 9,000 attendees and by our email list of 8,000 active subscribers.

## FIREWORKS GRAND FINALE SPONSOR (LIMIT 1) - \$5,000

- Posters throughout event will say "Fireworks Grand Finale provided by 'Company Name'"
- Company name/logo on Main Street banner in Old Town Tustin
  - Company logo due before June 1
- Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)
- Access to VIP area for up to five (5) guests
- Receive up to three (3) VIP parking passes
- Company logo on the City's water bill inserts mailed to 14,000 households
- Six (6) banners displayed at the event\*\*
- Recognition for providing Fireworks Grand Finale during the fireworks display
- Recognition announcements at the event
- Company name/logo included on social media and ads\*

## FIREWORK SPONSOR (LIMIT 3) - \$3,000

- Recognition for providing live musical entertainment throughout the event and on promotional material
- Access to VIP area for up to two (2) guests
- Receive up to two (2) VIP parking passes
- Company logo on the City's water bill inserts mailed to 14,000 households
- Four (4) banners displayed at the event\*\*
- Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)
- Company name/logo included on marketing and social media ads\*



**SUPPORTING SPONSOR - \$1,500**

- Company logo on the City's water bill inserts mailed to 14,000 households
- Two (2) banners displayed at the event\*\*
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Recognition announcements at the event
- Receive one (1) VIP parking pass
- Reserved seating in stadium area, up to six (6) guests
- Company name/logo included on marketing and social media ads\*

**CONTRIBUTING SPONSOR - \$500**

- One (1) banner displayed at the event\*\*
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Recognition announcements at the event
- Company name/logo included on marketing and social media ads\*

**ASSISTING SPONSOR - \$250**

- One (1) banner displayed at the event\*\*
- 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



# MOVIES IN THE PARK

## Varying Parks and Locations

### Tustin

Local residents enjoy a family-friendly movie at various Tustin parks for five weeks each summer. This free event includes activities, food trucks, sponsor booths, and free popcorn for all!

#### TITLE SPONSOR - \$750

- Company name/logo included on marketing and social media ads\*
- Advertisement on screen at all events\*
- Two (2) banners displayed at all events\*\*
- Vendor booth at all the events (1 canopy, 1 table, and 2 chairs)
- Recognition announcements at the events
- Opportunity to pass out paper media at all events\*\*

#### EVENT SPONSOR - \$500

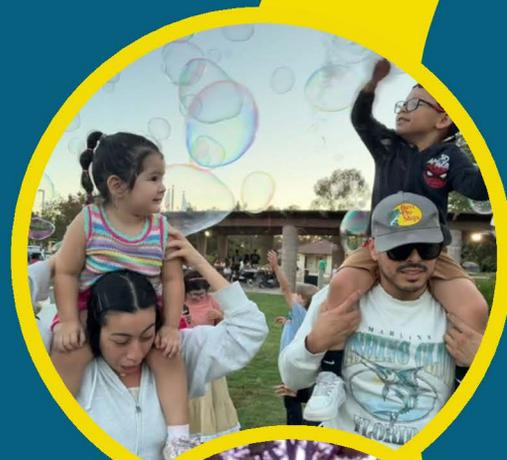
- Company name/logo included on marketing and social media ads\*
- One (1) banner displayed at two (2) of the events\*\*
- Vendor space at two (2) movies (1 table and 2 chairs)
- Recognition announcements at two (2) of the movies

#### SUPPORTING SPONSOR - \$250

- Vendor space at one (1) movie (1 table and 2 chairs)

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

\*\*Provided by sponsor



# TUSTIN TILLER DAYS

Columbus Tustin Park  
14712 Prospect Avenue, Tustin 92780

Paying homage to Tustin's agricultural roots, this 68th annual three-day festival and parade continues to be the premier fall community event in Orange County. Tiller Days includes a community parade through the streets of Old Town Tustin; a carnival with thrill rides; live music and entertainment on two stages; 75 craft, information and commercial vendors; and food vendors. There is also a beer and wine garden and a Backyard Brewfest. Contests abound during the weekend and include the Weiner Dog Races; hot wing and ice cream eating contests; Kids Say the Cutest Things; and other opportunities. With more than 40,000 attendees, this event provides local non-profit organizations with a fantastic opportunity to raise funds for their cause.

## 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\*\*
- On-air recognition prior to event
- Vendor booth (10'x20') at the event in prime location
- Recognition announcements at the event
- Opportunity to provide raffle prizes for contests
- Company logo on event web page with hyperlink
- Main entertainment stage referred to as the "Company Name" Stage
- Exclusive recognition on event banner in food court tent
- Full page advertisement in event program
- Invitation to VIP kick-off party
- Company logo on VIP kick-off party invitation
- Receive up to eight (8) festival VIP parking passes
- Opportunity to provide swag at VIP kick-off party
- Company logo on the City's water bill inserts mailed to 14,000 households
- Company logo on Tiller Days commemorative t-shirts
- Company logo on event 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



**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\*\*
- On-air recognition prior to event
- Vendor booth (10'x20') at the event in prime location
- Recognition announcements at the event
- Company logo on the City's water bill inserts mailed to 14,000 households
- Opportunity to provide raffle prizes for contests
- Company logo on event website with hyperlink
- Community entertainment stage referred to as the "Company Name" Stage
- Company logo on Tiller Days commemorative t-shirts
- Company logo on parade awards and trophies
- Three quarter page advertisement in event program
- Invitation to VIP 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 Cutest Things Contest on Sunday

**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\*\*
- On-air recognition prior to event
- Vendor booth (10'x10') at the event in prime location
- Recognition announcements at the event
- Half-page advertisement in event program
- Company logo on the City's water bill inserts mailed to 14,000 households
- Company logo on event web page with hyperlink
- Company logo on Tiller Days commemorative t-shirts
- Invitation to VIP kick-off party
- Receive up to four (4) festival VIP parking passes
- Complimentary entry in the Tustin Tiller Days Parade
- Opportunity to judge Vendor Booth Decorating Contest on Friday, October 2.

**GOLD SPONSOR - \$3,500**

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



**SILVER SPONSOR - \$1,500**

- Company name/logo included on marketing and social media ads\*
- Vendor booth (10'x10') at the event in prime location
- Opportunity to provide raffles prizes for contests
- Company logo/small ad in event program
- Company logo on event web page 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

**BRONZE SPONSOR - \$500**

- Opportunity to display one (1) banner at the event\*\*
- Recognition announcements at the event
- Company logo/small ad in event program
- Company logo on event web page with hyperlink

**ASSISTING SPONSOR - \$250**

- Business card size advertisement in event program OR one (1) banner hung at the event\*\*

\*Includes flyers distributed to Tustin Unified School District students

\*\*Provided by sponsor



# BARK OR TREAT

Bark Barracks at Tustin Legacy Park  
1625 Flight Way, Tustin 92782

The City of Tustin invites you to join us for the second annual Bark or Treat event at the Bark Barracks, our beloved dog park at Tustin Legacy. This event is a wonderful opportunity to engage with the Tustin community and showcase your company to numerous attendees, including families, pet owners, and local businesses. Enjoy a dog costume contest, entertaining games, vendors, and festive photo opportunities. As a sponsor, your organization will gain valuable exposure and be recognized for supporting this cherished event that brings joy to our community and their four-legged friends.

## TOP DOG SPONSOR - \$750

- Company name/logo included on marketing and social media ads\*
- Company logo on event web page with hyperlink
- Company banner displayed on Stage\*\*
- Company name/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 (brochure, flyer, or printed material)\*\*
- Recognition announcements at the event

## GOLD PAW SPONSOR - \$500

- Company name/logo included on marketing and social media ads\*
- Company name/logo on posters displayed at the event
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*
- Recognition announcements at the event

## SILVER LEASH SPONSOR - \$250

- Company banner displayed at the event\*\*
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*
- Recognition announcements at the event

## COMMUNITY BONE SPONSOR - \$100

- Company name/logo on posters displayed at Information Booth
- Opportunity to display one (1) banner at event\*\*

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

\*\*Provided by sponsor



# ART WALK & ARTISAN MARKET

Old Town Tustin  
Main Street and El Camino Real

The Art Walk features over 80 local artists with their work on display for sale along the streets of Old Town Tustin. 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, beer and wine tasting, a photography contest exhibit, a kids art tent, local high school gallery, and docent-led tours of Old Town Tustin.

## PRESENTING SPONSOR - \$2,000 (LIMIT 1)

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo included on marketing and social media ads\*
- Company logo on event web page with hyperlink
- Company name/logo in event program
- Company banner displayed at Information Booth and Plein Air Tent\*\*
- Company banner displayed at both stages\*\*
- Company name/logo on posters displayed at the event
- Company name/logo on banners displayed at the event
- Two (2) vendor booths at the event in prime location (2 canopies, 2 tables, and 4 chairs)
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*
- Recognition announcements at the event

## EVENT SPONSOR - \$1,000

- Company name/logo included on marketing and social media ads\*
- Company logo on event web page with hyperlink
- Company name/logo in event program
- Company banner displayed at the Plein Air Tent\*\*
- Company banner displayed at secondary stage\*\*
- Company name/logo on posters displayed at the event
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*
- Opportunity to present Plein Air People's Choice Awards
- Recognition announcements at the event



**SUPPORTING SPONSOR - \$500**

- Company name/logo in event program
- Company name/logo on posters displayed at the event
- Company banner displayed at the event\*\*
- Vendor booth at the event (1 table and 2 chairs)
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*
- Recognition announcements at the event

**CONTRIBUTING SPONSOR - \$250**

- Company name/logo in event program
- Company name/logo on posters displayed at Information Booth
- Company banner displayed at the event\*\*

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

\*\*Provided by sponsor



# HALLOWEEN BASH

Tustin Family and Youth Center  
14722 Newport Avenue, Tustin 92780

This family-friendly community celebration features decorated trunks and brings together families, local businesses, and community members for a fun-filled evening of treats, costumes, music, arts and crafts, and activities for all ages.

## SPOOKTACULAR SPONSOR - \$700

- Company name/logo featured on marketing and social media ads\*
- Company name/logo on posters displayed at the event
- Premium booth space on event day (1 canopy, 1 table, 2 chairs)
- Opportunity to host a decorated Trunk or Treat station\*\*\*
- Company banner displayed on day of the event\*\*

## MONSTER MASH SPONSOR - \$500

- Company name/logo featured on marketing and social media ads\*
- Company name/logo on posters displayed at the event
- Booth on day of event (1 table and 2 chairs)
- Company banner displayed on day of the event\*\*

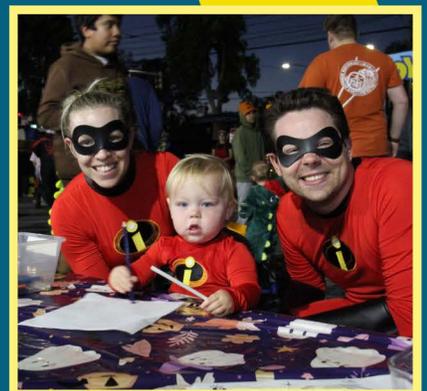
## TRICK-OR-TREAT SPONSOR - \$300

- Company name/logo featured on marketing and social media ads\*
- Company name/logo on posters displayed at the event

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

\*\*Provided by sponsor

\*\*\*Participating sponsors are responsible for providing their own vehicle/trunk for Trunk or Treat participation



# HALLOWEEN HOWL

Clifton C. Miller Community Center  
300 Centennial Way, Tustin, 92780

This annual event features multiple bounce houses, pumpkin patch, games, music, costume contest, and plenty of treats for kids and their families. The highlight of the event is the costume parade when the most creative and fun costumes win awards!

## TITLE SPONSOR - \$1,500 (LIMIT 2)

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo included on marketing and social media ads\*
- Three (3) banners displayed at the event\*\*
- Two (2) vendor booths at the event in prime location (2 tables and 4 chairs)
- Recognition announcements at the event
- Company name/logo on event signage
- Opportunity to be a judge in the Costume Contest
- Opportunity to present the Costume Contest winners
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*

## EVENT SPONSOR - \$750

- Company name/logo included on marketing and social media ads\*
- Two (2) banners displayed at the event\*\*
- Vendor booth at the event (1 table and 2 chairs)
- Recognition announcements at the event
- Company name/logo on event signage
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*

## SUPPORTING SPONSOR - \$500

- One (1) banner displayed at the event\*\*
- Vendor booth at the event (1 table and 2 chairs)
- Recognition announcements at the event
- Company name/logo on posters displayed at the event

## CONTRIBUTING SPONSOR - \$250

- Recognition announcements at the event
- One (1) banner displayed at the event\*\*
- Company name/logo on posters displayed at the event

## PRIZE SPONSOR - RAFFLE PRIZES, GIFT CERTIFICATES, AND CANDY (\$25+ VALUE)

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

\*Includes flyers distributed to Tustin Unified School District students

\*\*Provided by sponsor



# VETERANS DAY CELEBRATION & CAR SHOW

Veterans Sports Park  
1645 Valencia Avenue, Tustin 92782

The City of Tustin is proud to host a Veterans Day Celebration to continue the American tradition dating back to WWI to honor and celebrate Veterans who have served in our local community. This free, family-friendly, one-day event draws 1,500 people and includes live music, speeches from dignitaries, a beer garden, kids activities, vendor booths, patriotic displays, car show with 80+ vehicles, and more. This sponsorship opportunity is a great way for your company to honor Veterans while at the same time reaching a wider audience.

## TITLE SPONSOR - \$750

- Company name/logo included on marketing and social media ads\*
- Company logo on event web page with hyperlink
- Company logo on the City's water bill inserts mailed to 14,000 households
- Company banner displayed on Stage\*\*
- Company name/logo in event program
- Company name/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 (brochure, flyer, or printed material)\*\*
- Recognition announcements at the event

## EVENT SPONSOR - \$500

- Company name/logo included on marketing and social media ads\*
- Company name/logo in event program
- Company name/logo on posters displayed at the event
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*
- Recognition announcements at the event

## SUPPORTING SPONSOR - \$250

- Company name/logo in event program
- Company banner displayed at the event\*\*
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*
- Recognition announcements at the event

## CONTRIBUTING SPONSOR - \$100

- Company name/logo in event program
- Company name/logo on posters displayed at Information Booth
- Opportunity to display one (1) banner at event\*\*

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

\*\*Provided by sponsor



# CHRISTMAS TREE LIGHTING

Old Town Tustin

El Camino Real and 3<sup>rd</sup> Street

The annual Christmas Tree Lighting is a magical night in Tustin and a beloved community tradition that ushers in the holiday season. This family-friendly celebration features photos with Santa, live stage performances by local community groups, commercial and food vendors, children's activities, and a charming Snow Village. The event offers sponsors a unique opportunity to engage with thousands of families, showcase their brand, and be part of a treasured holiday experience in the heart of the community.

## SNOW VILLAGE PRESENTING SPONSOR - \$4,000 (LIMIT 2)

- Snow Village naming rights
- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo on Snow Village posters and banners at event
- Company logo on event web page with hyperlink
- Company name/logo included on marketing and social media ads\*
- Company logo on the City's water bill inserts mailed to 14,000 households
- Two (2) banners displayed at the event\*\*
- Recognition announcements at the event
- Vendor booth at the event near the Snow Village (1 table and 2 chairs)

## JINGLE BELL SPONSOR - \$3,000 (LIMIT 2)

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo on posters and banners at event
- Company logo on event web page with hyperlink
- Company name/logo included on marketing and social media ads\*
- Company logo on the City's water bill inserts mailed to 14,000 households
- Two (2) banners displayed at the event\*\*
- Recognition announcements at the event
- Vendor booth at the event in prime location (1 table and 2 chairs)

## MERRY & BRIGHT SPONSOR - \$1,500

- Company name/logo included on marketing and social media ads\*
- Company name/logo included on posters and banners at event
- One (1) banner displayed at the event\*\*
- Company logo on the City's water bill inserts mailed to 14,000 households
- Vendor booth at the event (1 table and 2 chairs)
- Recognition announcements at the event

## SANTA'S HELPER SPONSOR - \$750

- Company name/logo in event program
- Company banner displayed at the event\*\*
- Literature displayed at Information Booth (brochure, flyer, or printed material)\*\*
- Recognition announcements at the event

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

\*\*Provided by sponsor



# BREAKFAST WITH SANTA

Community Center at The Market Place  
2961 El Camino Real, Tustin 92782

This intimate holiday celebration features a family visit and photo with Santa, a soft play area and bounce house for little ones, holiday crafts, games, a catered breakfast, and more. Pre-registration is required, and tickets are limited.

## TITLE SPONSOR - \$750

- Company name/logo included on marketing and social media ads
- Private team visit and photos with Santa prior to the event
- Recognition for providing musical entertainment and game prizes throughout the event
- Recognition announcements at the event
- Receive up to four (4) complimentary tickets to the event
- Craft or activity table at the event

## EVENT SPONSOR - \$500

- Company name/logo included on marketing and social media ads
- Recognition announcements at the event
- Receive up to two (2) complimentary tickets to the event
- Craft or activity table at the event\*\*

## SUPPORTING SPONSOR - \$250

- Company name/logo on social media ads
- Company name/logo on posters displayed at one (1) area of the event
- Recognition announcements at the event



# HOLIDAY BASKET PROGRAM

Tustin Family and Youth Center  
14722 Newport Avenue, Tustin 92780

Each holiday season the Tustin Family and 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 200 families every year. Fully funded via sponsorships and donations from local non-profit organizations and businesses, this program culminates in families coming to the center to have a visit with Santa Claus and pick up their baskets.



## TITLE SPONSOR - \$750

- Company name/logo included on marketing and social media ads\*
- Company name/logo on posters displayed at the event
- Booth on day of distribution (1 canopy, 1 table, and 2 chairs)
- Opportunity to pass out holiday baskets on day of distribution
- Company banner displayed on day of distribution\*\*
- Company name/logo (larger than other sponsors) on gift tags placed on holiday boxes/bags

## EVENT SPONSOR - \$500

- Company name/logo included on marketing and social media ads\*
- Company name/logo on posters displayed at the event
- Booth on day of distribution (1 table and 2 chairs)
- Company banner displayed on day of distribution\*\*
- Company name/logo on gift tags placed on holiday boxes/bags

## SUPPORTING SPONSOR - \$250

- Company name/logo included on marketing and social media ads\*
- Company name/logo on posters displayed at the event
- Company name/logo on gift tags placed on holiday boxes/bags

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

\*\*Provided by sponsor



# ADULT SOFTBALL LEAGUES

**Tustin Sports Park**  
12850 Robinson Drive, Tustin 92782

**Veterans Sports Park**  
1645 Valencia Avenue, Tustin 92782

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

## **TITLE SPONSOR - \$6,000**

- One (1) banner on all three (3) fields for all four (4) seasons\*\*
- One (1) banner on Tustin Sports Park fence facing Jamboree during all four (4) seasons\*\*
- Company name/logo on championship t-shirts for all four (4) seasons
- Opportunity to award winning teams with your own prize for marketing\*\*

## **EVENT SPONSOR - \$4,000**

- One (1) banner on all three (3) fields for four (4) seasons\*\*
- One (1) banner on Tustin Sports Park fence facing Jamboree during two (2) seasons\*\*
- Company name/logo on championship t-shirts for two (2) season

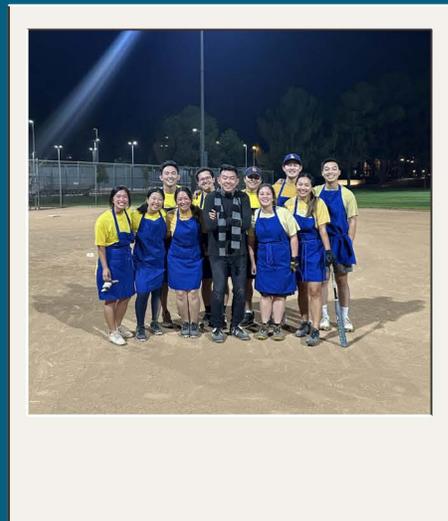
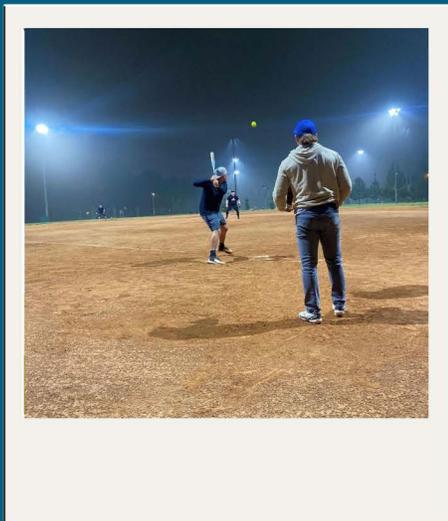
## **SUPPORTING SPONSOR - \$2,000**

- One (1) banner on one (1) field for two (2) seasons\*\*
- Company name/logo on championship t-shirts for one (1) season

## **CONTRIBUTING SPONSOR - \$1,000**

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

\*\*Provided by sponsor



# PUBLIC ART PROGRAMS

Established in 2018, the Public Art Commission is the formal body responsible for implementing the City of Tustin's Public Art Program. Responsibilities include planning and commissioning public art, evaluating artwork proposed to be gifted to the City of Tustin and the City Council on all public art related issues

## TUSTIN LEGACY PARK SCULPTURE WALK

The Public Art Commission is currently developing a sculpture walk public art program at Tustin Legacy Park. Located near the corner of Red Hill and Barranca, Legacy Park is one of Tustin's newest parks and is the first phase of what will eventually become a linear trail park system connecting the entire Tustin Legacy development area. The vision for the sculpture walk is a series of exhibits rotated every 1-2 years for patrons to enjoy along the trail system. At this time, the Commission is in the process of raising funds necessary for this project. Any interested parties can contact the Tustin Parks and Recreation Department.

### MARQUEE LEGACY SPONSOR - \$70,000

- Name/logo will be featured on permanent signage near the entrance to the sculpture walk and in related City of Tustin communications and promotional materials
- Name/logo will be featured on signage at each individual sculpture installation
- at the ribbon cutting ceremony and the opportunity to address the audience during the program
- Name/logo on materials, giveaways, and promotional items at the ribbon cutting ceremony
- Name/logo included in all press releases, publicity materials, social media posts, and on the City of Tustin website

### VISIONARY SPONSOR - \$50,000

- Name/logo will be featured on signage at the entrance of the sculpture walk
- Name/logo included in all press releases, publicity materials, and on the City of Tustin website
- Name/logo will be featured on signage at each individual sculpture installation
- Recognition at the ribbon cutting ceremony
- Name/logo in two (2) social media posts mentioning the sculpture walk

### INAUGURAL SPONSOR - \$25,000

- Name/logo will be featured on signage at each individual sculpture installation
- Name/logo included in all press releases, publicity materials, and on the City of Tustin website
- Recognition at the ribbon cutting ceremony

### PUBLIC ART SPONSOR - \$5,000

- Name/logo featured on signage at the sculpture installation of sponsor's choice
- Name/logo in one (1) social media post mentioning the sculpture walk and on the City of Tustin website
- Recognition at the ribbon-cutting ceremony

### CREATIVE SIGNALS SPONSOR - \$2,500

The City of Tustin's Public Art Commission is seeking partners for this Public Art Program that provides members of the Tustin community with an opportunity to contribute to the beautification of the city by wrapping traffic signal cabinets. Donors may work with a graphic designer of their choice and will work directly with a vinyl wrap vendor.

### HOW TO DONATE PUBLIC ART

Have a piece of art you want to gift to the City of Tustin? Want to make a monetary donation to help us beautify our city? Please contact the City of Tustin Parks and Recreation Department at 714.573.3326.

# 2026 SPECIAL EVENT INFORMATION

## SMOOCHES AND POOCHES

February 14, 2026  
Estimated Attendance: 1,000  
Bark Barracks at Tustin Legacy Park  
1645 Valencia Avenue, Tustin 92782  
Miriam Garcia: mgarcia@tustinca.org

## LOTERIA NIGHTS

February 20, March 20, and April 17, 2026  
Estimated Attendance: 35 - 50/night  
Tustin Family and Youth Center  
14722 Newport Avenue, Tustin 92780  
Erika Jennings: ejennings@tustinca.org

## BINGO NIGHTS

March 20 and August 14, 2026  
Estimated Attendance: 200  
Clifton C. Community Center  
300 Centennial Way, Tustin 92780  
Cece Torres: ctorres@tustinca.org

## YOUTH TRACK MEET

March 28, 2026  
Estimated Attendance: 350-400  
Tustin High School  
1171 El Camino Real, Tustin 92780  
Myles Garvin: mgarvin@tustinca.org

## EASTER CELEBRATION &

### EGG HUNT

April 4, 2026  
Estimated Attendance: 4,500  
Tustin Sports Park  
12850 Robinson Drive, Tustin 92782  
Jessica Castro: jcastro@tustinca.org

## COMMUNITY YARD SALE

April 11, 2026  
Estimated Attendance: 700  
Clifton C. Miller Community Center  
300 Centennial Way, Tustin 92780  
Miriam Garcia: mgarcia@tustinca.org

## VIVA TUSTIN CELEBRATION

May 1, 2026  
Estimated Attendance: 500  
Frontier Park  
1400 Mitchell Avenue, Tustin 92780  
Erika Jennings: ejennings@tustinca.org

## MEMORIAL DAY REMEMBRANCE

May 25, 2026  
Estimated Attendance: 500  
Veterans Sports Park  
1645 Valencia Avenue, Tustin 92782  
Miriam Garcia: mgarcia@tustinca.org

## TUSTIN FAMILY & YOUTH CENTER

### SUMMER CAMP

June 1 - July 31, 2026  
Estimated Attendance: 1,200  
Tustin Family and Youth Center  
14722 Newport Avenue, Tustin 92780  
Erika Jennings: ejennings@tustinca.org

## STREET FAIR & CHILI COOK-OFF

June 7, 2026  
Estimated Attendance: 16,000  
Old Town Tustin  
Main Street and El Camino Real  
Garrison De Vine: gdevine@tustinca.org

## YOUTH TALENT SHOW

June 13, 2026  
Estimated Attendance: 200  
Community Center at The Market Place  
2961 El Camino Real, Tustin 92782  
Stephanie Finn: sfinn@tustinca.org

## CONCERTS IN THE PARK

June 10 - July 29, 2026  
Estimated Attendance: 2,700 weekly  
Peppertree Park  
230 West First Street, Tustin 92780  
Stephanie Finn: sfinn@tustinca.org

## JULY 4TH CELEBRATION

July 4, 2026  
Estimated Attendance: 9,000  
Tustin High School  
1711 El Camino Real, Tustin 92780  
Stephanie Finn: sfinn@tustinca.org

## MOVIES IN THE PARK

July 10 - August 7, 2026  
Estimated Attendance: 250-300 weekly  
Varying Parks in Tustin  
Myles Garvin: mgarvin@tustinca.org

## TUSTIN TILLER DAYS

October 2 - 4, 2026  
Estimated Attendance: 30,000  
Columbus Tustin Park  
14712 Prospect Avenue, Tustin 92780  
Karl Halili: kdhalili@tustinca.org

## BARK OR TREAT

October 10, 2026  
Estimated Attendance: 1,000  
Bark Barracks at Tustin Legacy Park  
1645 Valencia Avenue, Tustin 92782  
Miriam Garcia: mgarcia@tustinca.org

## OLD TOWN ART WALK

October 17, 2026  
Estimated Attendance: 7,000  
Old Town Tustin  
Main Street and El Camino Real  
Cece Torres: ctorres@tustinca.org

## HALLOWEEN BASH

October 23, 2026  
Estimated Attendance: 500  
Tustin Family and Youth Center  
14722 Newport Avenue, Tustin 92780  
Erika Jennings: ejennings@tustinca.org

## HALLOWEEN HOWL

October 30, 2026  
Estimated Attendance: 1,000  
Clifton C. Miller Community Center  
300 Centennial Way, Tustin 92780  
Jessica Castro: jcastro@tustinca.org

## VETERANS DAY CELEBRATION & CAR SHOW

November 7, 2026  
Estimated Attendance: 1,500  
Veterans Sports Park  
1645 Valencia Avenue, Tustin 92782  
Myles Garvin: mgarvin@tustinca.org

## CHRISTMAS TREE LIGHTING

December 4, 2026  
Estimated Attendance: 5,000  
Old Town Tustin  
El Camino Real and 3<sup>rd</sup> Street  
Erika Jennings: ejennings@tustinca.org

## BREAKFAST WITH SANTA

December 12, 2026  
Estimated Attendance: 200  
Community Center at The Market Place  
2961 El Camino Real, Tustin 92782  
Stephanie Finn: sfinn@tustinca.org

## HOLIDAY BASKET PROGRAM

December 19, 2026  
Estimated Attendance: 100  
Tustin Family and Youth Center  
14722 Newport Avenue, Tustin 92780  
Erika Jennings: ejennings@tustinca.org

## TUSTIN ADULT SOFTBALL LEAGUE

Winter, Spring, Summer, Fall 2026  
Estimated Attendance: 3,000  
Tustin Sports Park  
12850 Robinson Drive, Tustin 92782  
Veterans Sports Park  
1645 Valencia Avenue, Tustin 92782  
Myles Garvin: mgarvin@tustinca.org



# 2026 PARTNERSHIP COMMITMENT FORM

## SPONSOR INFORMATION

Company Name: \_\_\_\_\_

Company Representative: \_\_\_\_\_

How to List company Name in Marketing Materials: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Social Media Handles: \_\_\_\_\_

## PARTNER PACKAGES - MAXIMIZE YOUR COMMUNITY EXPOSURE!

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

### BIG BANG PACKAGE

The Big Bang package features Tustin's annual events with the highest attendance, including the Easter Celebration & Egg Hunt, Street Fair, and Chili Cook-Off, eight (8) weeks of Concerts in the Park, the July 4th Celebration, and the Tustin Tiller Days Festival and Parade.

\$25,000 Value • \$15,000 Package Price • Five (5) Signature City Events

### WE LOVE TUSTIN PACKAGE

The We Love Tustin package has the best of Tustin's community events and programs, including the Youth Track Meet, Easter Celebration & Egg Hunt, Community Yard Sale, one (1) week of Concerts in the Park, July 4th Celebration, one (1) week of Movies in the Park, Old Town Art Walk, Halloween Howl, Holiday Basket Program, Breakfast with Santa, Christmas Tree Lighting, Adult Softball League, Youth Talent Show, and Public Art Programs.

\$12,000 Value • \$8,000 Event Sponsor Package Price • 14 events

### CELEBRATION PACKAGE

The Celebration package includes a great mix of our local events, including two (2) of our signature events that draw large crowds from all over the county: the Youth Track Meet, Easter Celebration & Egg Hunt, one (1) week of Concerts in the Park, 4th of July Celebration, one (1) week of Movies in the Park, and Old Town Art Walk.

\$6,000 Value • \$3,500 Supporting Sponsor Package Price • Six (6) events

**Individual sponsorship packages can be tailored to meet your company's unique promotional needs.**

#### Payment Plan (check one):

- Quarterly (Based on events occurring in a specific quarter)
- Bi-annual (Based on events occurring in a bi-annual time frame)
- One Installment

#### Payment Method (check one):

- Credit Card
- Check

**TOTAL # OF EVENTS:** \_\_\_\_\_

**TOTAL SPONSORSHIP:** \$ \_\_\_\_\_

# 2026 PARTNERSHIP COMMITMENT FORM

Company Name: \_\_\_\_\_ Email: \_\_\_\_\_

## SMOOCHES 'N' POOCHES

- Top Dog Sponsor (\$750)
- Gold Paw Sponsor (\$500)
- Silver Leash Sponsor (\$250)
- Community Bone Sponsor (\$100)

## LOTERIA NIGHTS

- El Gallo Presenting Sponsor (\$500)
- El Sol Prize Sponsor (\$250)
- Familia Fun Supporting Sponsor (\$100)

## BINGO NIGHTS

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

## YOUTH TRACK MEET

- Event Sponsor (\$250)

## EASTER CELEBRATION & EGG HUNT

- Presenting Sponsor (\$2,500)
- Title Sponsor (\$1,500)
- Event Sponsor (\$750)
- Supporting Sponsor (\$500)
- Contributing Sponsor (\$250)
- Prize Sponsor (\$50+ value)

## COMMUNITY YARD SALE

- Title Sponsor (\$500)
- Event Sponsor (\$250)
- Assisting Sponsor (\$100)

## VIVA TUSTIN CELEBRATION

- Grand Fiesta Sponsor (\$1,000)
- Fiesta Friend Sponsor (\$750)
- Cultura Crew Sponsor (\$500)

## MEMORIAL DAY REMEMBRANCE

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

## TUSTIN FAMILY AND YOUTH CENTER SUMMER CAMP

- Title Sponsor (\$2,000)
- Field Trip Sponsor (\$1,500)
- Fun Friday Sponsor (\$500)

## STREET FAIR & CHILI COOK-OFF

- Official Sponsor (\$15,000)
- Presenting Sponsor (\$10,000)
- Diamond Sponsor (\$7,500)
- Platinum Sponsor (\$5,000)
- Gold Sponsor (\$3,500)
- Silver Sponsor (\$1,500)
- Chili Teams Sponsor (\$500)
- Assisting Sponsor (\$250)

## YOUTH TALENT SHOW

- Title Sponsor (\$500)
- Event Sponsor (\$250)
- Supporting Sponsor (\$100)
- Prize Sponsor (\$50)

## CONCERTS IN THE PARK

- Title Sponsor (\$4,000)
- Event Sponsor (\$2,000)
- Supporting Sponsor (\$1,000)
- Contributing Sponsor (\$500)

## JULY 4TH CELEBRATION

- Firework Grand Finale Sponsor (\$5,000)
- Firework Sponsor (\$3,000)
- Supporting Sponsor (\$1,500)
- Contributing Sponsor (\$500)
- Assisting Sponsor (\$250)

## MOVIES IN THE PARK

- Title Sponsor (\$750)
- Event Sponsor (\$500)
- Supporting Sponsor (\$250)

## TUSTIN TILLER DAYS

- 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)

## BARK OR TREAT

- Top Dog Sponsor (\$750)
- Gold Paw Sponsor (\$500)
- Silver Leash Sponsor (\$250)
- Community Bone Sponsor (\$100)

## OLD TOWN ART WALK

- Presenting Sponsor (\$2,000)
- Event Sponsor (\$1,000)
- Supporting Sponsor (\$500)
- Contributing Sponsor (\$250)

## HALLOWEEN BASH

- Spooktacular Sponsor (\$700)
- Monster Mash Sponsor (\$500)
- Trick-or-Treat Sponsor (\$300)

## HALLOWEEN HOWL

- Title Sponsor (\$1,500)
- Event Sponsor (\$750)
- Supporting Sponsor (\$500)
- Contributing Sponsor (\$250)
- Prize Sponsor (\$25+ value)

## VETERANS DAY CELEBRATION & CAR SHOW

- Title Sponsor (\$750)
- Event Sponsor (\$500)
- Supporting Sponsor (\$250)
- Contributing Sponsor (\$100)

## CHRISTMAS TREE LIGHTING

- Snow Village Presenting Sponsor (\$4,000)
- Jingle Bell Sponsor (\$3,000)
- Merry & Bright Sponsor (\$1,500)
- Santa's Helper Sponsor (\$750)

## BREAKFAST WITH SANTA

- Title Sponsor (\$750)
- Event Sponsor (\$500)
- Supporting Sponsor (\$250)

## HOLIDAY BASKET PROGRAM

- Title Sponsor (\$750)
- Event Sponsor (\$500)
- Supporting Sponsor (\$250)

## TUSTIN ADULT SOFTBALL LEAGUE

- Title Sponsor (\$6,000)
- Event Sponsor (\$4,000)
- Supporting Sponsor (\$2,000)
- Contributing Sponsor (\$1,000)

## CREATIVE SIGNALS

- Sponsor (\$2,500)

## PUBLIC ART PROGRAMS

- Marque Legacy Sponsor (\$70,000)
- Visionary Sponsor (\$50,000)
- Inaugural Sponsor (\$25,000)
- Public Art Sponsor (\$5,000)
- Gifted Art
- Monetary Donation

### EMAIL TO:

TPRD@tustinca.org

### MAIL TO:

Tustin Parks and Recreation  
Department

300 Centennial Way, Tustin, CA 92780

# SPONSOR CANCELATION POLICY

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## CANCELATION BY SPONSOR

Should a Sponsor elect to withdraw from a previously committed sponsorship, the following cancellation policy will apply based on the date written notice is received by the City/Organizer:

- **30 or more calendar days prior to the event:**
  - Sponsor may receive a refund of 50% of the sponsorship fee, less any non-recoverable or administrative costs already incurred.
- **15–29 calendar days prior to the event:**
  - Sponsor may receive a refund of 25% of the sponsorship fee, less any non-recoverable or administrative costs already incurred.
- **14 calendar days or fewer prior to the event (including no-shows):**
  - No refunds will be issued. Sponsor is responsible for 100% of the sponsorship fee.

## NON-REFUNDABLE MATERIALS

Once marketing, promotional materials, signage, or advertising featuring the Sponsor's name/logo have been produced or distributed, associated costs are non-refundable, regardless of cancellation date.

## FAILURE TO PAY

Sponsors with an outstanding balance at the time of cancellation remain responsible for any applicable fees based on the cancellation timeline above. Unpaid balances may affect eligibility for future sponsorship opportunities.

## EVENT MODIFICATIONS OR CANCELATION

In the event the City/Organizer must cancel or significantly modify the event due to circumstances beyond its control, sponsorship benefits may be adjusted or refunded at the City/Organizer's discretion.

## SUBSTITUTION

With prior written approval, a Sponsor may transfer their sponsorship to another City of Tustin event or program sponsorship opportunity. Substitutions are not guaranteed and must be approved in advance.

# SPONSOR ACKNOWLEDGEMENT

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I hereby acknowledge that I have read, understand, and agree to abide by the **Sponsor Cancellation Policy**, and I agree to the sponsorship selections indicated on the **2026 Partnership Commitment Form**.

**Company Name:** \_\_\_\_\_

**Company Representative:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_



# Our Mission:

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



**LOCATE US:**  
300 Centennial Way  
Tustin 92780



**CONTACT US:**  
Email: [tprd@tustinca.org](mailto:tprd@tustinca.org)  
Phone: 714.573.3326



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