

# TUSTIN PARKS AND RECREATION

## 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. 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
- Local press coverage
- Flyers and posters
- Ads in official program
- Event t-shirts
- Event banners
- Company booth space
- Logo on event webpage 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

For more information, contact the City of Tustin Parks and Recreation at (714) 573-3326 or email us at [tpred@tustinca.org](mailto:tpred@tustinca.org). Information and packets are also available at [www.tustinca.org](http://www.tustinca.org).

## **STREET FAIR & CHILI COOK-OFF**

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### **Old Town Tustin Main Street and El Camino Real**

This annual party for 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 state, according to the International Chili Society. The quaint streets of Old Town Tustin come alive with a variety of exhibitors featuring crafters, community organizations, food and chili booths, and beer gardens. Live music and contests are featured on different stages and there is a Fun Zone area with kid's games, bounce houses, and entertainment. Proceeds from the event are donated to local non-profit organizations whose members volunteer during the event.

#### **OFFICIAL SPONSOR - \$15,000**

- Company logo on Main Street banner in Old Town Tustin (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 Booth areas\*\*
- Opportunity to display ten (10) advertising inflatables and/or other products throughout the event\*\*
- Opportunity to announce alongside the event coordinators the winners of the Chili Competition
- Recognition announcements at the event
- Opportunity to provide prizes for live contests
- Two (2) Full-page advertisements in Street Fair program
- A social media slide deck post featured on the event's Instagram and Facebook pages
- Logo on 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 advertisements\*
- Company logo on event webpage with hyperlink (logo larger than all other sponsors)
- Company feature on event webpage 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 Sponsor and Diamond Sponsor)
- Company logo on all three stages of the event
- Main Stage referred to as "Company Name" Stage
- Complimentary entry for four (4) booths in prime location
- Access to VIP area, up to fifteen (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 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 (14,000 inserts)
- Opportunity to be recognized at the check distribution for non-profit recipients (usually happens 6 to 8 weeks after the event; one week notice will be provided)

**Estimated attendance: 40,000**

**June 4, 2023**

**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 Street Fair program
- Company logo on cover of event program
- Company name/logo on event flyers and advertisements\*
- Company logo on event webpage 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) booths
- Access to VIP area, 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 (14,000 inserts)



**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 advertisements\*
- Full-page advertisement in Street Fair program
- Company logo on event webpage 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, 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 (14,000 inserts)



**Estimated attendance: 40,000**

**June 4, 2023**

**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 Street Fair program
- Company logo on all event flyers\*
- Complimentary entry for one (1) Street Fair booth
- Access to VIP area, up to five (5) guests
- Receive up to two (2) VIP parking passes
- Company logo on event webpage with hyperlink
- Company logo on banner on Secondary and Community Stages
- Opportunity to provide swag in VIP tent\* \*
- Company logo on Street Fair commemorative t-shirts
- Company logo on the City's water bill inserts (14,000 inserts)



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

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



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

- Opportunity to provide raffle prizes for Main Stage\* \*
- Quarter page advertisement in Street Fair 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 webpage with hyperlink



**Estimated attendance: 40,000**

**June 4, 2023**

**CHILI TEAMS SPONSOR - \$500**

- Eighth page advertisement in Street Fair 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 Super Secret Judges Tent

**ASSISTING SPONSOR - \$250**

- Business card sized advertisement in Street Fair 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



# SPONSORSHIP RESPONSE FORM

COMPANY NAME: \_\_\_\_\_

SPONSOR AMOUNT: \$ \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL (Required): \_\_\_\_\_

For Silver Sponsors and above, a booth is included in sponsorship. Please let us know your booth requirements:

- 10x10 - No Canopy
- 10x10 - With Canopy
- Electricity

Please return this form with your sponsorship to:

**Tustin Street Fair and Chili Cook-Off**  
**Attn: Vanessa Osborn**  
**300 Centennial Way**  
**Tustin, CA 92780**

Make checks payable to City of Tustin. Please email company artwork in high resolution EPS format to [vosborn@tustinca.org](mailto:vosborn@tustinca.org).

**DEADLINE FOR ARTWORK IS FRIDAY, MAY 12, 2023**

Sign if sent artwork \_\_\_\_\_

<i>Committee Use Only</i>	<input type="checkbox"/> Processed	<input type="checkbox"/> Date _____	<input type="checkbox"/> Date Art Work Received _____
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**WWW.TUSTINCHILICOOKOFF.COM**