



SANTA ANA 2015
COMMUNITY EVENTS
SPONSORSHIP PROGRAM



COMMUNITY EVENTS SPONSORSHIP PROGRAM

The City of Santa Ana is committed to producing a variety of events that feature a diverse program for families, residents, and visitors alike.

An event sponsorship is a wonderful way to support the community, reach a specific target market and help to preserve vibrant, culturally-diverse events for residents of the City of Santa Ana. You can sponsor and increase your brand's visibility or market your business by having direct contact with your customers at the various events produced by the City. This is a great opportunity for your company to receive extraordinary exposure while taking part in events that promote community development.

In addition to becoming a supportive member of the community, our sponsors enjoy many benefits, including prominent on site and media recognition.

The City of Santa Ana has produced several successful events and has developed an event schedule featuring diverse programming for every age and interest.

Event sponsorship benefits may include:

- Print and electronic media recognition
- Onsite and offsite signage recognition
- Complimentary Booth Space
- Press Release Mentions
- Access to VIP Areas, Receptions, or Events

2015 EVENT SCHEDULE

- Plaza Primavera, Saturday, March 21
- Dia Del Niño, Saturday, April 25
- Cinco de Mayo, May 1, 2, 3
- 4th of July Celebration at Centennial Park, Saturday, July 4
- Shakespeare in the Park, Thursday, July 30
- Plaza Wellness 5K at Santa Ana Plaza, Saturday, August 29
- Fiestas Santa Ana, September 12, and 13
- SOMOS – Sunday on Main Open Street, Sunday, November 8
- Plaza Navideña at Santa Ana Plaza, Saturday, December 12

EVENT SPONSORSHIP OPPORTUNITIES

CITYWIDE EVENT PROGRAM SPONSOR:

Support all City of Santa Ana events or combine various events during the year. Program sponsorships provide the highest visibility to companies or organizations interested in demonstrating broad-based and ongoing community support. This sponsorship covers ten (10) events reaching an estimated 300,000 plus event attendees.

INTEREST SPECIFIC EVENT SPONSOR:

Support City of Santa Ana event programming for an interest specific program category during the year. Category sponsorships are ideal for companies and organizations interested in aligning their brand with a specific or niche target market. For example, events that fall under the wellness category might be best aligned with your brand.

SINGLE EVENT SPONSOR:

Support one event of your choice during the year. Sponsorship benefits vary depending on event.

EVENT CONTRIBUTOR:

Every contribution makes a difference, and the City of Santa Ana welcomes your support. Participating in our event programming, regardless of giving level, demonstrates a commitment to our community and helps us ensure lively and engaging event offerings. Contributions may include water, in-kind services, and assistance with event programming.

CONTACT US

Please contact Community Services Manager, Jeannie Jurado, if you have any questions at 714-571-4251 or JJurado@santa-ana.org or fill out an interest form. We welcome the opportunity to create a custom sponsorship package that is tailored to your business needs.



COMMUNITY EVENTS SPONSORSHIP PROGRAM FORM

General Information					
Contact Name					
Business Name					
Street Address					
City		State		Zip Code	
Office Phone			Fax		
Cell Phone			Alternate Number		
Email					
Website					
Please describe your business and target market:					
What event category are you most interested in:					
<input type="checkbox"/> Health, Fitness & Wellness <input type="checkbox"/> Arts & Cultural <input type="checkbox"/> Holiday Themed (Seasonal Themed)					
Please indicate which sponsor category you are interested in:					
<input type="checkbox"/> Citywide Event Program Sponsor <input type="checkbox"/> Single Event Sponsor <input type="checkbox"/> Event Contributor <input type="checkbox"/> Interest Specific Event Sponsor					
Please indicate which events you are interested in:					
<input type="checkbox"/> Plaza Primavera <input type="checkbox"/> 4th of July Celebration at Centennial Park <input type="checkbox"/> Fiestas Santa Ana <input type="checkbox"/> Dia Del Niño <input type="checkbox"/> Plaza Wellness 5K at Santa Ana Plaza <input type="checkbox"/> Cinco de Mayo <input type="checkbox"/> Plaza Navideña <input type="checkbox"/> Shakespeare in the Park <input type="checkbox"/> SOMOS – Sunday on Main Open Street					

Please indicate sponsorship amount and deadline for your business to commit:

_____ \$25,000 – \$10,000 _____ \$ 10,000 – \$5,000 _____ \$5,000 - \$1,000 _____ \$1,000 – \$500

_____ Other: \$ _____

Commitment Deadline: ____/____/____

Please indicate best time and method of contact:

_____ Email

_____ Office Phone

_____ Cell Phone

Best time to call:

_____ 8:00 am to 12:00 pm

_____ 1:00 pm to 5:00 pm

_____ Other: _____

Please provide any additional information that will assist us in developing a sponsorship package. Or you may use this space to provide us with any questions you may have regarding the sponsorship program.

**Thank you for your interest in the City of Santa Ana's Community Special Events.
We look forward to working with you.**