

El Segundo Recreation and Parks



2018

Special Event Sponsorship Opportunities



Benefits of Giving

It is our goal to foster relationships that help our department sustain the programs and services we provide and also facilitate a new marketing channel for our business partners.

Advertising

Logos and sponsor names receive exposure locally and regionally through print, television and website media. Face-to-face interaction with the public can also be included with certain sponsor packages.

Increased Patronage

Businesses in small towns have the opportunity to earn loyalty from residents by supporting the community. Name and brand recognition can yield higher visitor and resident traffic.

Tax Savings

Charitable donations made to the city are fully tax-deductible. You may be able to substantially reduce your tax liability while improving our city and becoming an integral part of our continued community development efforts. Please check with your tax advisor for details.

Thank You!

On behalf of the Recreation and Parks Department, thank you for taking the time to peruse our Sponsorship Opportunities pamphlet. Whether your budget allows you to sponsor an entire event or a portion, every contribution is meaningful and appreciated!

Sponsor Benefit Options

- Logo recognition on all promotional material
- Recognition at a Recreation & Parks Commission Meeting
- Announcer Recognition during the event
- Prominent display of company logo on signage throughout the event
- Booth Space at the event
- Complimentary Giveaway Item to event attendees (Title Sponsorship level only)
- Ability to customize your sponsorship with staff prior to event

For more information on sponsoring any of the City of El Segundo's Special Events please contact **Ryan Delgado** at **310-524-2741** or rdelgado@elsegundo.org

Click any section to learn more about the opportunities for each event:



EGG HUNT EGGSTRAVAGANZA

Saturday, March 31st

A cherished event where youth participate in age appropriate egg hunts throughout Recreation Park. Children can win a basket full of goodies by finding the Golden Tickets hidden in 4-5 eggs for each group. Photo opportunities are also available with the Easter Bunny and Mother Goose for the estimated 2,000-3,000 attendees.

Title Sponsor: \$2,000 Eggs Sponsor: \$500
Event Sponsor: \$750 Candy Sponsor: \$250

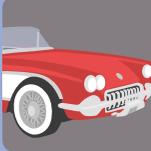


Hometown Fair & Carnival

Saturday, May 5th

A carnival style atmosphere with rides, bouncers, entertainment groups, food booths, game booths, and craft vendors. This event is also a fundraising opportunity for El Segundo High School Clubs and the Recreation & Parks Department Special Events where the community comes together for the estimated 2,500-3,000 attendees.

Title Sponsor: \$3,000 Entertainment: \$750
Event Sponsor: \$1,000 Community: \$500



ELDERFEST

A CELEBRATION OF OLDER AMERICANS

Saturday, May 12th

This event coincides with Older Americans Month as we show appreciation for our amazing seniors. 200 attendees join us for a luncheon and music as we honor the El Segundo Older American of the Year.

Title sponsor: \$800 Gold Sponsor: \$100
Event Sponsor: \$500 In-kind Donations



SUMMER CONCERTS IN THE PARK

**Sundays, June 17th, July 8th
July 22nd, August 5th**

Over 1,000 people come to Library Park for each show during our Summer Concerts in the Park Series. The series begins on Father's day and attracts music fans from all over the South Bay throughout the summer. Other activities include arts & crafts, games and a hula hoop contest at intermission.

Title Sponsor: \$8,000 Crowd: \$750 per
Concert: \$1,500 per Arts & Crafts: \$350 per



FOURTH OF JULY

Wednesday, July 4th

The 4th of July is a treasured community tradition which includes contests, sack races, food, and entertainment at Recreation Park throughout the day; evening attractions include local bands, food vendors and an exciting fireworks show for the estimated 10,000 people in attendance.

Title Sponsor: \$10,000 Entertainment: \$750
Event Sponsor: \$1,500 Community: \$350



Teen Center Golf Tournament

Sunday, July 22nd

The Teen Center Golf Tournament is open to golfers of all ages and benefits the El Segundo Teen Center R.E.A.C.T. Committee. This event takes place at The Lakes at El Segundo Golf Course. Golfers are treated to a day of golf, lunch, refreshments and a raffle. They also participate in a Closest to the Pin Contest and a \$15,000 Hole-in-One Challenge.

Title Sponsor: \$1,000 Silver Sponsor: \$250
Gold Sponsor: \$400 Bronze Sponsor: \$100



The Family Campout

**Saturday and Sunday
August 11th & 12th**

The campout invites families to join us for an evening under the stars. Over 300 campers set up their tents on Stevenson Field and enjoy dinner, activities for kids and s'mores roasted over the campfire during this overnight event. After waking up, breakfast is served to all in attendance.

Title Sponsor: \$800 Campfire: \$250
Event Sponsor: \$500 In-kind Donations



HALLOWEEN FROLIC

Wednesday, October 31st

This fun-filled event takes place on Halloween Day and provides a variety of activities including a haunted house, games, bouncers, live entertainment and food vendors. The ever popular Costume and Pumpkin contests also delight the 3,500+ attendees who flood the 300 and 400 blocks of Main Street dressed as their favorite ghoul or goblin.

Title Sponsor: \$3,000 Haunted House: \$500
Event Sponsor: \$1,000 Bouncer: \$250



HOLIDAY TREE LIGHTING

Thursday, December 6th

A celebration including local children and adult groups, visits with Santa Claus and the lighting of a 20-foot Holiday Tree at the City Hall Plaza. A craft boutique also takes place along with live holiday entertainment for the 1,500 attendees.

Title Sponsor: \$8,500 North Pole: \$500
Event Sponsor: \$1,000 Candy Cane: \$250