

A group of five people (three men and two women) and two dogs are posing for a photo outdoors. They are all smiling and holding white cups. The cups have logos for 'SPCA' and 'BARKTOBERFEST'. The background shows a grassy field with trees and a fence. The entire image has a green tint.

2024 SPONSOR PACKAGES

City of Rocklin Parks & Recreation



ROCKLIN
CALIFORNIA



ABOUT

As a Special Event sponsor, you'll love the great benefits that come with your support! We provide a fantastic way to connect with your customers, and only a limited number of businesses can be a part of that!



EVENTS

Throughout the year, we will be hosting multiple, free community events. With your support, we are able to make these events possible for the Rocklin community!

You can support one of the following event groups:

Evenings in the Park

- Think backyard BBQ but with your community! Interactive art, food trucks, vendors, and more! We'll have live music kick off the fun before the family friendly movie that evening. Park locations will vary throughout the year so multiple neighborhoods feel included in this community event!
- 4 events, average attendance of 700-1,000 per event.

Civic Celebration

- Honoring the incorporation of 136 years of Rocklin, this event is full of vendors, music, performances, live music, and to top it off, fireworks!
- Single event, average attendance of 3,000+





EXPOSURE

Here's how you connect with YOUR customers:

- More than 60,000 people attend events in Rocklin and at Quarry Park. Event flyers are passed out at all of them, including sponsored events and concerts
- More than 10,000 Recreation Guide views
- More than 24,000 receive E-blasts & E-News for each event
- More than 12,000 Facebook, X (formerly Twitter), and Instagram followers



\$500

SPONSOR LEVEL CONTRIBUTING

Logo on event page on City website
Logo on sponsor page on City website
Logo on sponsor signage at event
Exhibit space at each sponsored event



\$1,000

SPONSOR LEVEL PARTICIPATING

2 General Admission tickets to the 2024 Concert Season at Quarry Park
Logo on event page on City website
Logo on sponsor page on City website
Logo on sponsor signage at event
Exhibit space at each sponsored event

SPONSOR LEVEL
SUPPORTING

\$2,500

- 4 General Admission tickets to the 2024 Concert Season at Quarry Park
- Logo in all sponsored event eBlasts
- Logo on event page on City website
- Logo on sponsor page on City website
- Logo on sponsor signage at event
- Exhibit space at each sponsored event



\$5,000

SPONSOR LEVEL
EXECUTIVE

- 6 General Admission tickets to the 2024 Concert Season at Quarry Park
- Logo in all sponsored event eBlasts
- Logo on flyers and posters
- Logo on event page on City website
- Logo on sponsor page on City website
- Logo on sponsor signage at event
- Exhibit space at each sponsored event

TOP SPONSOR LEVEL PRESENTING

\$7,500

With being the highest sponsor, you will gain the most exposure by being present at all of our community events!

- 8 General Admission tickets to the 2024 Concert Season at Quarry Park
- 2 General Admission Parking Passes
- Logo in all sponsored event eBlasts
- Logo on flyers and posters
- Logo on event page on City website
- Logo on sponsor page on City website
- Logo on sponsor signage at event
- Exhibit space at each sponsored event
- Recognition on our social media platforms
- Sponsor banner present at sponsored events
- Premier Exhibit space at each sponsored event



LEVEL COMPARISON



	CONTRIBUTING	PARTICIPATING	SUPPORTING	EXECUTIVE	PRESENTING
Concert Tickets	-	2	4	6	8
Parking	-	-	-	-	2
Sponsor Page	X	X	X	X	X
Event Signage	X	X	X	X	X
Exhibit Space	X	X	X	X	X
Recreation Guide			X	X	X
E-Newsletters			X	X	X
Flyers/Posters				X	X
Social Media					X
Sponsor Banner					X



ROCKLIN
CALIFORNIA

THANK YOU!

We can't wait to have you be part of
another great event season!

CONTACT INFO

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