



2026 SPONSOR PACKAGES

City of Rocklin Parks & Recreation



ABOUT

Rocklin's signature community events bring families, neighbors, and businesses together to create shared memories, strengthen local pride, and enhance quality of life. These events are offered free to the community and made possible through the generous support of local sponsors. By becoming a sponsor, your business plays a vital role in providing joy, entertainment, and connection for thousands of residents and visitors each year, while gaining meaningful visibility and alignment with Rocklin's values of wellness, innovation, and community.







EVENTS

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

Evenings in the Park

- A summer favorite that brings families together for food trucks, live music, vendors, and a family movie under the stars. Each event is hosted in a different neighborhood park to celebrate Rocklin's diverse communities.
 - 2 events | May & Oct | 1,500–2,000 attendees

Rocklin Civic Celebration - Red, White, & Bluegrass

- Rocklin's biggest community gathering with local vendors, food trucks, and live entertainment, capped by a stunning evening light show finale. A full day of family fun, city pride, and community spirit.
 - Held in May | 3,000+ attendees

Maker Faire Rocklin

- A regional festival celebrating innovation, technology, and creativity. Families, students, and makers explore hands-on exhibits in science, art, and engineering—Rocklin's most dynamic and educational event.
 - Held in October | 3,000 - 5,000 attendees

Dive-In Movie Night

- Families float and swim while watching a popular movie on the big screen at the pool—summer fun at its best!
 - Summer | Rocklin High School Pool | 150 attendees

Gingerbread House Contest (New in 2026!)

- A festive winter event where families and businesses craft gingerbread creations and celebrate holiday cheer together.
 - Held in December | Rocklin Event Center | 50+ attendees



An aerial photograph of Rocklin Park, showing a large pond, walking paths, playground equipment, and surrounding buildings. A semi-transparent teal overlay covers the middle portion of the image, where the text is located.

EXPOSURE

By sponsoring Rocklin's event season, your brand will reach more than ever before! Your business won't just be seen, it will be experienced, remembered, and appreciated as a key partner in creating a thriving, healthy, connected Rocklin.

Sponsorship provides direct access to highly engaged local families and regional visitors through multi-channel exposure:

- 60,000+ in-person event impressions annually
- 24,000+ subscribers reached per event e-blast
- 10,000 Recreation Guide views
- 12,000+ active social media followers

Sponsorship tiers include digital, print, on-site, and experiential marketing opportunities that drive customer engagement and measurable brand growth.





\$500

ASSOCIATE

A VALUED SUPPORTER
HELPING ROCKLIN SHINE

- **Sponsor Page:** Recognition on our dedicated sponsor web page
- **Event Page:** Acknowledgement on all event web pages
- **Event Signage:** Business name/logo displayed at all of the events on Sponsor Sign
- **Exhibit Space:** Booth or table to engage with attendees at all events

SUPPORTER

STRENGTHENING COMMUNITY
TRADITIONS THROUGH STEADY SUPPORT

\$1,000

Everything from Associate Level (web pages, signage, and space) PLUS:

- **Stage Recognition:** Business mentioned during stage announcements
- **2 General Admission (GA) tickets to 3 shows** of your choice during the 2026 Concert Season
- **1 GA Parking pass** for the selected shows

CONTRIBUTOR

**FUELING CONNECTION, CREATIVITY,
AND COMMUNITY PRIDE**

\$2,500

Everything from Associate Level (web pages, signage, and space) PLUS:

- **Stage Recognition:** Business mentioned during stage announcements
- **E-Newsletter:** Featured in the events e-newsletter
- **Social Media:** Shout-out of your business on our social pages
- **4 GA tickets to 4 shows** of your choice during the 2026 Season
- **2 GA Parking passes** for the selected shows



\$5,000

CHAMPION

**ELEVATING ROCKLIN'S SIGNATURE
EVENTS WITH STANDOUT LEADERSHIP**

Everything from Associate Level (web pages, signage, and space) PLUS:

- **Stage Recognition:** Business mentioned during stage announcements
- **E-Newsletter:** Featured in the events e-newsletter
- **Social Media:** Shout-out of your business on our social pages
- **Signs at Ball Fields:** Event signage highlighting your business name/logo at the Community ball fields.
- **Signs at Pool:** Event signage highlighting your business name/logo at Rocklin and Whitney High School Pools.
- **Commercial at Movies:** Ad or commercial played prior to the Movie. (Ad to be provided by Sponsor)
- **Recreation Guide:** Business name/logo displayed in the Recreation Guide
- **4 GA tickets to 5 shows** of your choice during the 2026 Concert Season
- **2 GA Parking passes** for the selected shows

THE EATERY

\$7,500

**BRINGING PEOPLE TOGETHER AROUND
GREAT FOOD AND GREAT COMMUNITY**

Everything from Associate Level (web pages, signage, and space)
PLUS:

- **Stage Recognition:** Business mentioned during stage announcements
- **E-Newsletter:** Featured in the events e-newsletter
- **Social Media:** Shout-out of your business on our social pages
- **Signs at Ball Fields:** Event signage highlighting your business name/logo at the Community ball fields. (Maximum of 5 fields)
- **Signs at Pool:** Event signage highlighting your business name/logo at Rocklin & Whitney High School Pools
- **Commercial at Movies:** Ad or commercial played prior to the Movie. (Ad to be provided by sponsor)
- **Recreation Guide:** Business name/logo displayed in the Recreation Guide
- **Flyers/Posters:** Business name/logo featured on promotional materials
- **Sponsor Business Sign:** Custom sign with your business logo displayed at all the events
- 4 GA tickets to 6 shows of your choice during the 2026 Concert Season
- 2 GA Parking passes for the selected shows

As the Eatery Sponsor, your brand shapes the look and feel of the food court at all City of Rocklin events, creating a cohesive, themed dining experience that highlights your business as the host of our community's gathering space.



\$7,500

PARAMOUNT

**STAGE SUPPORT THAT BRINGS
EVERY PERFORMANCE TO LIFE**

Everything from Associate Level (web pages, signage, and space) PLUS:

Stage Recognition: Business mentioned during stage announcements

E-Newsletter: Featured in the events e-newsletter

Social Media: Shout-out of your business on our social pages

Signs at Ball Fields: Event signage highlighting your business name/logo at the Community ball fields. (Maximum of 5 fields)

Signs at Pool: Event signage highlighting your business name/logo at Rocklin & Whitney High School Pools

Commercial at Movies: Ad or commercial played prior to the Movie. (Ad to be provided by sponsor)

Recreation Guide: Business name/logo displayed in the Recreation Guide

Flyers/Posters: Business name/logo featured on promotional materials

Sponsor Business Sign: Custom sign with your business logo displayed at all the events

4 GA tickets to 6 shows of your choice during the 2026 Concert Season

2 GA Parking passes for the selected shows

As the Stage Sponsor, your business becomes the heartbeat of the event experience at Evenings in the Park and the Civic Celebration, with exclusive branding woven throughout the stage where families gather for music, announcements, and unforgettable community moments.



VISIONARY

INSPIRING INNOVATION AND
UNFORGETTABLE EXPERIENCES

\$10,000

Everything from Associate Level (web pages, signage, and space)
PLUS:

- **Stage Recognition:** Business mentioned during stage announcements
- **E-Newsletter:** Featured in the events e-newsletter
- **Social Media:** Shout-out of your business on our social pages
- **Signs at Ball Fields:** Event signage highlighting your business name/logo at the Community ball fields. (Maximum of 5 fields)
- **Signs at Pool:** Event signage highlighting your business name/logo at Rocklin & Whitney High School Pools
- **Commercial at Movies:** Ad or commercial played prior to the Movie. (Ad to be provided by sponsor)
- **Recreation Guide:** Business name/logo displayed in the Recreation Guide
- **Flyers/Posters:** Business name/logo featured on promotional materials
- **Sponsor Business Sign:** Custom sign with your business logo displayed at all the events
- **Standalone Park Sign:** Custom sign displayed at one of our large park signs
- **4 GA tickets to 7 shows** of your choice during the 2026 Concert Season
- **2 GA Parking passes** for the selected shows

As the Premium Activity Sponsor at Maker Faire, your business leads a hands-on learning experience that inspires creativity and teaches a valuable skill, directly shaping the next generation of makers, innovators, and problem-solvers.

CORNERSTONE

A FOUNDATIONAL PARTNER SHAPING
ROCKLIN'S MOST BELOVED EVENTS

\$15,000

Everything from Associate Level (web pages, signage, and space)
PLUS:

- **Stage Recognition:** Business mentioned during stage announcements
- **E-Newsletter:** Featured in the events e-newsletter
- **Social Media:** Shout-out of your business on our social pages
- **Signs at Ball Fields:** Event signage highlighting your business name/logo at the Community ball fields. (Maximum of 5 fields)
- **Signs at Pool:** Event signage highlighting your business name/logo at Rocklin & Whitney High School Pools
- **Commercial at Movies:** Ad or commercial played prior to the Movie. (Ad to be provided by sponsor)
- **Recreation Guide:** Business name/logo displayed in the Recreation Guide
- **Flyers/Posters:** Business name/logo featured on promotional materials
- **Sponsor Business Sign:** Custom sign with your business logo displayed at all the events
- **Standalone Park Sign:** Custom sign displayed at one of our large park signs
- **4 GA Season tickets** to the 2026 Concert Season (Up to 12 Shows)
- **2 GA Parking passes** for the selected shows

As the Naming Rights Sponsor for the Evenings in the Park series, your brand becomes the signature identity of Rocklin's most cherished community tradition, featured prominently across all event promotions, signage, and on-site experiences.

SPONSORSHIP LEVELS

SHOWTIME

LIGHTING UP THE SKY AS THE SIGNATURE HIGHLIGHT OF THE CELEBRATION

\$20,000

Everything from Associate Level (web pages, signage, and space)
PLUS:

- **Stage Recognition:** Business mentioned during stage announcements
- **E-Newsletter:** Featured in the events e-newsletter
- **Social Media:** Shout-out of your business on our social pages
- **Signs at Ball Fields:** Event signage highlighting your business name/logo at the Community ball fields. (Maximum of 5 fields)
- **Signs at Pool:** Event signage highlighting your business name/logo at Rocklin & Whitney High School Pools
- **Commercial at Movies:** Ad or commercial played prior to the Movie. (Ad to be provided by sponsor)
- **Recreation Guide:** Business name/logo displayed in the Recreation Guide
- **Flyers/Posters:** Business name/logo featured on promotional materials
- **Sponsor Business Sign:** Custom sign with your business logo displayed at all the events
- **Standalone Park Sign:** Custom sign displayed at one of our large park signs
- **Rec Guide Half-page Advertisement:** Custom ad in our seasonal recreation guide.
- **4 GA Season tickets** to the 2026 Concert Season
- **2 GA Parking passes** for the selected shows

As the Night Entertainment Sponsor, your brand takes the spotlight as the presenting partner of the Rocklin Civic Celebration's drone OR fireworks show, the signature finale that brings the entire community together.

LEVEL COMPARISON

	\$500	\$1,000	\$2,500	\$5,000	\$7,500	\$7,500	\$10,000	\$15,000	\$20,000
Sponsor Web Page	X	X	X	X	X	X	X	X	X
Event Web Page	X	X	X	X	X	X	X	X	X
Event Signage	X	X	X	X	X	X	X	X	X
Exhibit Space	X	X	X	X	X	X	X	X	X
Stage Recognition		X	X	X	X	X	X	X	X
E-Newsletter			X	X	X	X	X	X	X
Social Media			X	X	X	X	X	X	X
Signs at Ball Fields/Pools				X	X	X	X	X	X
Commercial at Movies				X	X	X	X	X	X
Recreation Guide				X	X	X	X	X	X
Flyers/Posters					X	X	X	X	X
Sponsor Business Sign					X	X	X	X	X
Standalone Park Sign							X	X	X
Rec Guide Half Page AD									X
Specialized Activity				See individualized packages for details					



THANK YOU!

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

CONTACT INFO

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