



CITY OF SANTA ANA
2019 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.

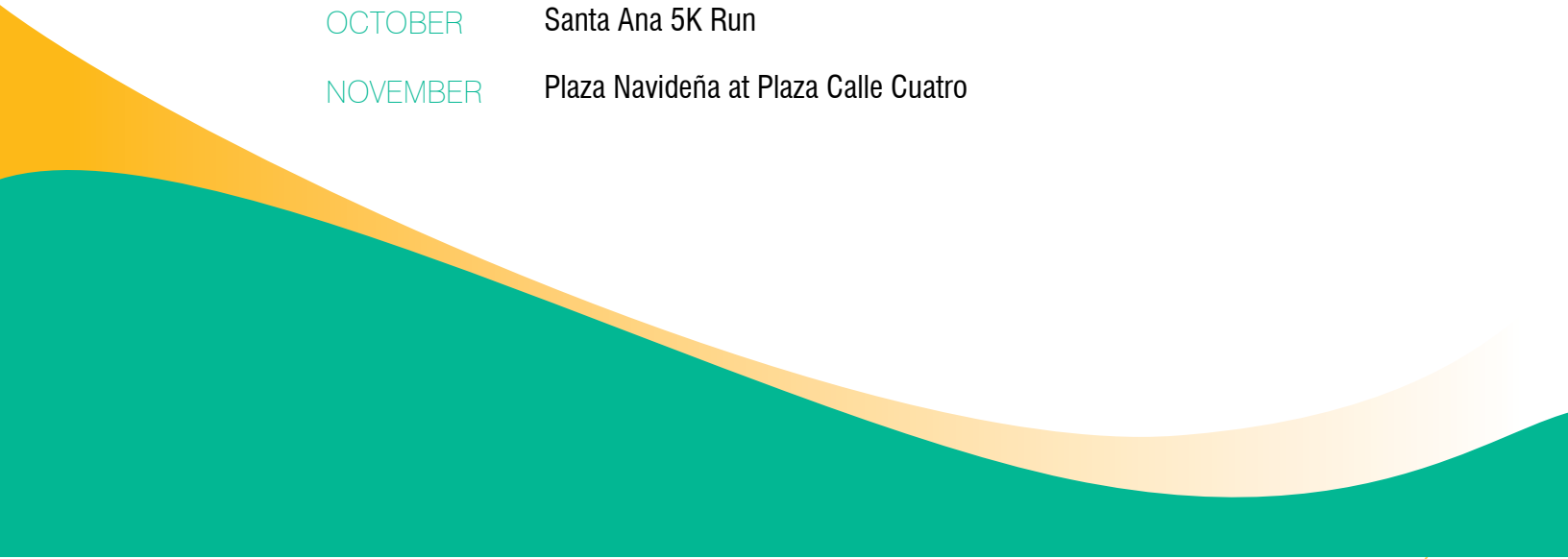
The City of Santa Ana has produced several successful events and has developed an event schedule featuring diverse programming for every age and interest.

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

COMMUNITY EVENTS ANNUAL SCHEDULE

APRIL	Dia De Los Niños/Dia De Los Libros at Santa Ana Public Library
JULY	4th of July Celebration at Centennial Park Shakespeare in the Park at Birch Park
SEPTEMBER	Fiestas Patrias Festival (Corner of Flower and Civic Center streets)
OCTOBER	Santa Ana 5K Run
NOVEMBER	Plaza Navideña at Plaza Calle Cuatro



DEMOGRAPHIC AND ECONOMIC DATA

POPULATION:

342,930 (California State Department of Finance, Demographic Research Unit, 01/01/2016)

ETHNICITY:

Hispanic: 253,928 (78.2%) Asian: 33,618 (10.4%) White: 29,950 (9.2%)

Black: 3,177 (1.0%) American Indian, Eskimo, Aleut: 507 (0.2 %)

Pacific Islander: 826 (0.3%) Other 375 (.1%)

Two or more races 2,147 (0.7%) (C.D.F. /U.S. Census Bureau 2010)

MEDIAN AGE:

29.1 (U.S. Census Bureau 2010)

SCHOOL ENROLLMENT:

56,000 (SAUSD K-12 2015/2016)

11,156 resident students attending Garden Grove schools within Santa Ana and Garden Grove city limits 236

Garden Grove transfer students attending Santa Ana schools (GGUSD 5/11/16)

CIVILIAN LABOR FORCE:

160,700 (State of California, Employment Development Department, April 13, 2016)

MEDIAN HOUSEHOLD INCOME:

\$54,521 (2005-2009 U.S. Census Bureau 2010)



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 seven 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

If you have any questions, please contact Sonia Batres, Community Events Supervisor, at (714) 571-4227 or email SBatres@santa-ana.org. We welcome the opportunity to create a custom sponsorship package that is tailored to your business needs.



COMMUNITY EVENTS SPONSORSHIP APPLICATION

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:

Arts & Culture
 Health, Fitness & Wellness
 Holiday Themed

Please indicate which sponsor category you are interested in:

Citywide Event Program Sponsor Single Event Sponsor
 Event Contributor Interest Specific Event Sponsor

Please indicate which events you are interested in:

Dia De Los Niños/Dia De Los Libros (April) Fiestas Patrias * (September)
 Fourth of July (July) Santa Ana 5K Run (October)
 Shakespeare in the Park (July) Plaza Navideña (November)

*Open to higher level sponsorships only

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

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

Other: \$ _____

Deadline: _____

*Sponsorship Level not available for Fiestas Patrias Festivals.

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.

**Please submit application to SBatres@santa-ana.org
We look forward to working with you.**



PARKS, RECREATION AND COMMUNITY SERVICES AGENCY
20 CIVIC CENTER PLAZA, SANTA ANA, CA 92701