



SANTA ANA PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES

2023 – 2024 Events and Programs



Welcome Message

Thank you for your interest in supporting the City of Santa Ana's events and programs! Our Parks, Recreation & Community Services Agency focuses on creating opportunities for our community to learn, live, and explore. We work year-round to bring a wide range of exciting events and diverse programs for all to enjoy. Our team is committed to creating and hosting family-friendly activities that are both welcoming and culturally rich.

Events are designed to be representative of our community and celebrate heritage with a sense of pride. Our scope of programming is expansive and covers seven sections that includes Special Events, Senior Services, and Athletics to name a few. Both Partners and Sponsors are an integral part of making community-focused events and programs happen in Santa Ana. Your contributions will help support our service driven mission and enhance Santa Ana events and programs.



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Interested in becoming a **PARTNER** or **SPONSOR**?

As a **Partner**, you have the ability to be more involved and collaborate with the City Staff on how you would like your business represented. The partnership model is intended for those who want to help fund and bring in-kind contributions to our events, while also having an in-person presence. Partners are encouraged to physically attend and assist in enhancing events with components such as booths, giveaways, demonstrations, and more! Through our different partnership levels, you can help us make an impact while bringing visibility to your organization.

As a **Sponsor**, you can sit back and enjoy the event knowing your contributions helped make it happen! Sponsors are not required to have a physical presence, as this model allows interested organizations to assist in bringing these events to life primarily through financial contributions. Sponsors can take pride in knowing they are making an impact on City events, while receiving public recognition and acknowledgment.

What's Next...

Partners and Sponsors can participate on a case-by-case basis or plan ahead and commit annually. All partnership/sponsorship levels require an agreement between the City of Santa Ana and your organization. Insurance requirements will be outlined based upon involvement. Please take note that sponsorship agreements must be approved by the Santa Ana City Council and require a minimum of two-month advanced notice for adoption.

Annual agreements will give organizations the opportunity to streamline their participation by selecting five standard events and one premium event. Additionally, annual partners will have a presence on the City's website for the duration the year and be granted the ability to participate at Recreation Centers in City programs. Your organization's involvement will be evaluated by City staff for overall community benefit in support of the events and programs. Now that you have made your choice, you get to select your preferred events from our 2023-2024 event calendar.



PARTNERSHIPS

All partnership levels allow for in-kind contributions in addition to financial contributions. In-kind contributions are encouraged to be provided in the form of services, donations, and items that provide an overall community benefit during City events and programs. Value of in-kind contributions will be assessed by City staff prior to event date. The City's Special Events team will collaboratively discuss details of the of proposed contributions on a case-by-case basis to ensure they meet the event needs.

Examples of In-Kind Contributions

- Providing Staff/Volunteers on the day of the event
- SWAG items with added City of Santa Ana logo
- Entertainment (Face painters, balloon artists, DJs, games)
- Food & Beverage
- Event Components (inflatables, arts & crafts station)
- Event Specific Items
Ex: Easter eggs, candy, decorations, balloon arches, photo booths

Become a Partner
And make an impact in Santa Ana

Financial and In-kind Contribution Levels:



Foundation Level

Per Event Basis

Standard event: \$1,000 – \$3,999 —

Premium event: \$5,000 – \$9,999 —

- Physical booth at event and stage mention
- Day-of social media acknowledgement in form of a story on @santaanaparks
- Social media acknowledgment in caption of recap event post on @santaanaparks

Annual Basis

Participation in 6 events with choice of 5 standard events and 1 premium event: \$15,000 – \$24,999

- All above items per event
- Logo placement on City's website under annual events page for duration of year
- Ability to participate in additional program services at Recreation Centers

Headline Level

Per Event Basis

Standard event: \$4,000 – \$9,999 —

Premium event: \$10,000 – \$14,999 —

- Physical booth at event and stage mention
- Day-of social media acknowledgement in form of a story on @santaanaparks
- Social media acknowledgment in caption of recap event post on @santaanaparks
- Designated event component assigned to your organization to manage and bring additional value
- On-site signage with organization's logo, for display at the organization's assigned event component
- Social media acknowledgement announcing the designated event component brought to you by "your organization"

Annual Basis

Participation in 6 events with choice of 5 standard events and 1 premium event: \$25,000 – \$34,999

- All above items per event
- Logo placement on City's website under annual events page for duration of year
- Ability to participate in additional program services at Recreation Centers
- Parks, Recreation & Community Services Commission (PRCSC) recognition

Financial and In-kind Contribution Levels:

Title Level Per Event Basis

Standard event: \$10,000+ 

Premium event: \$15,000+ 

- Physical booth at event and stage mention
- Day-of social media acknowledgement in form of a story on @santaanaparks
- Social media acknowledgment in caption of recap event post on @santaanaparks
- Designated event component assigned to your organization to manage and bring additional value
- On-site signage with organization's logo, for display at the organization's assigned event component
- Social media acknowledgement announcing the designated event component brought to you by "your organization"
- **Organization listed on marketing materials, with logo placement, as a named partner of the event (fliers, posters, banners, etc.)**
- **Involvement as a collaborative partner in event planning and logistics**
- **Logo placement on City's website within the specific event subpage**
- **Partnership recognition on City issued press releases**

Annual Basis

Participation in 6 events with choice of 5 standard events and 1 premium event: \$35,000+

- All above items per event
- Logo placement on City's website under annual events page for duration of year
- Ability to participate in additional program services at Recreation Centers
- City Council and Parks, Recreation & Community Services Commission (PRCSC) recognition



SPONSORSHIPS



Financial Contribution Levels:

Foundation Level

Per Event Basis

Standard event: \$1,000 – \$3,999 —

Premium event: \$5,000 – \$9,999 —

- Ability to provide agency materials at a sponsorship information grab-n-go table
- Stage mention at event
- Day-of social media acknowledgement in form of a story on @santaanaparks
- Social media acknowledgment in caption of recap event post on @santaanaparks

Annual Basis

Participation in 6 events with choice of 5 standard events and 1 premium event: \$15,000 – \$24,999

- All above items per event
- Logo placement on City's website under annual events page for duration of year

Headline Level

Per Event Basis

Standard event: \$4,000 – \$9,999 —

Premium event: \$10,000 – \$14,999 —

- Ability to provide fliers and agency materials at a sponsorship information grab-n-go table
- Stage mention at the event
- Day-of social media acknowledgement in form of a story on @santaanaparks
- Social media acknowledgment in caption of recap event post on @santaanaparks
- Sponsoring a designated event component managed by City staff
- Social media acknowledgement announcing the designated event component brought to you by "your organization"
- On-sight signage with the organization's logo, for display at at the organization's assigned event component

Annual Basis

Participation in 6 events with choice of 5 standard events and 1 premium event: \$25,000 – \$34,999

- All above items per event
- Logo placement on City's website under annual events page for duration of year
- Parks, Recreation & Community Services Commission (PRCSC) recognition

Financial Contribution Levels:



Title Level Per Event Basis

Standard event: \$10,000+ —

Premium event: \$15,000+ —

- Ability to provide fliers and agency materials at a sponsorship information grab-n-go table
- Stage mention at the event
- Social media acknowledgement in form of a story on @santaanaparks
- Social media acknowledgement in caption of recap event post on @santaanaparks
- Sponsoring a designated event component managed by City staff
- Social media acknowledgement announcing the designated event component brought to you by “your organization”
- On-site signage with organization’s logo, for display at the organization’s assigned event component
- **Organization listed on marketing materials, with logo placement, as a named partner of the event (fliers, posters, banners, etc.)**
- **Logo placement on City’s website within the specific event subpage**
- **Recognition on City issued press releases**

Annual Basis

Participation in 6 events with choice of 5 standard events and 1 premium event: \$35,000+

- **All above items per event**
- **Logo placement on City’s website under annual events page for duration of year**
- **City Council and Parks, Recreation & Community Services Commission (PRCSC) recognition**

2023 Events Calendar

Fourth of July

Date: Tuesday, July 4, 2023
Location: Centennial Park
Expected Attendance: 7,500

Concerts in the Park

Date: Thurs., July 20 - Aug. 10, 2023
Location: Jerome Park, Memorial Park, Thornton Park, Rosita Park
Expected Attendance: 500

Shakespeare in the Park

Date: Saturday, July 22, 2023
Location: Birch Park
Expected Attendance: 500

Chicano Heritage Festival

Date: Sunday, August 27, 2023
Location: El Salvador Park
Expected Attendance: 7,500

Fiestas Patrias

Date: September 16-17, 2023
Location: Flower Street
Expected Attendance: 30,000

International Older Adults Festival

Date: Friday, September 29, 2023
Location: Jerome Park
Expected Attendance: 350

Birch Park Movie Series

Date: Thursdays in October, 2023
Location: Birch Park
Expected Attendance: 350

Mid-Autumn Festival

Date: Saturday, October 7, 2023
Location: Centennial Park
Expected Attendance: 5,000

Harvest Festival

Date: Friday, October 27, 2023
Location: El Salvador Park Community Garden
Expected Attendance: 350

Jerome Recreation Center Open House

Date: Saturday, October 28, 2023
Location: El Salvador Park Community Garden
Expected Attendance: 250

Plaza Navideña

Date: Saturday, November 18, 2023
Location: Plaza Calle Cuatro
Expected Attendance: 4,000

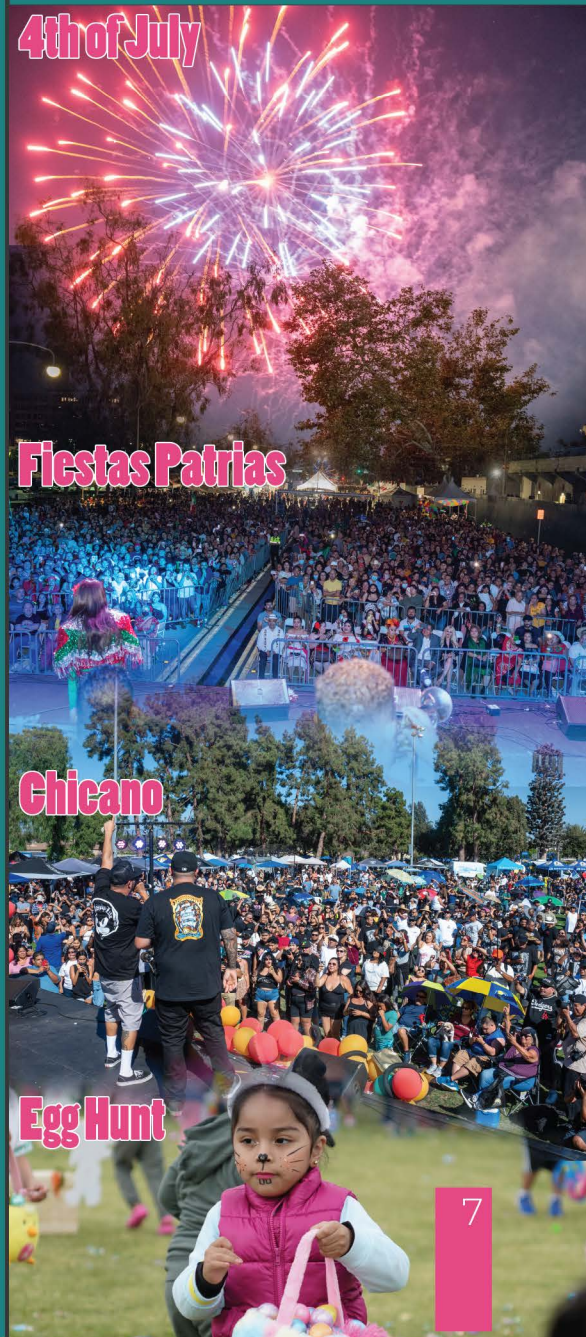
Snow Day/Toy Drive

Date: Saturday, December 16, 2023
Location: Plaza of the Sun
Expected Attendance: 5,000

Events and programs create everyday recreation opportunities for our diverse community to connect.

Larger events that draw crowds above 6,000 people are considered Premium events. All events have the potential for high visibility and exposure to a wide demographic of Santa Ana residents and non-residents.

Event dates and details are subject to change. Expected guest counts are based on previous years and are estimates.



4th of July

Fiestas Patrias

Chicano

Egg Hunt

2024 Events Calendar

Tết (Lunar New Year) Festival

Date: Saturday, February 3, 2024
Location: Centennial Park
Expected Attendance: 2,000

Salgado Recreation Center Open House & Gym Grand Opening

Date: Saturday, February 17, 2024
Location: Salgado Center
Expected Attendance: 350

EGGcellent Adventure

Date: Saturday, March 30, 2024
Location: Centennial Park
Expected Attendance: 6,500

El Salvador Recreation Center: Spring Fest Open House

Date: Saturday, April 6, 2024
Location: El Salvador Center
Expected Attendance: 350

Santa Ana Fun Run & Fit Fest

Date: Saturday, April 27, 2024
Location: Santa Ana Stadium
Expected Attendance: 3,000

Summer Movies in the Park

Date: Fridays, June 7 - July 26, 2024
Location: Various parks in Santa Ana
Expected Attendance: 600

Fourth of July

Date: Thursday, July 4, 2024
Location: Centennial Park
Expected Attendance: 7,500

Shakespeare in the Park

Date: Saturday, July 27, 2024
Location: Birch Park
Expected Attendance: 500

Concerts in the Park

Date: Thursdays, July 18 - August 8, 2024
Location: Various parks in Santa Ana
Expected Attendance: 500

Chicano Heritage Festival

Date: Saturday, August 31, 2024
Location: TBD
Expected Attendance: 7,500

Fiestas Patrias

Date: September 14 -15, 2024
Location: Flower Street
Expected Attendance: 30,000

International Older Adults Celebration

Date: Friday, September 27, 2024
Location: Jerome Park
Expected Attendance: 350

Mid-Autumn Festival

Date: Saturday, October 5, 2024
Location: Centennial Park
Expected Attendance: 5,000

Birch Park Movie Series

Date: Thursdays in October 2024
Location: Birch Park
Expected Attendance: 350

Día De Los Muertos Magic of the Altars

Date: Friday, November 1, 2024
Location: Roosevelt-Walker
Community Gardens
Expected Attendance: 300

Snow Day/Toy Drive

Date: Saturday, December 14, 2024
Location: Plaza of the Sun
Expected Attendance: 5,000

Plaza Navideña

Date: Saturday, November 23, 2024
Location: Plaza Calle Cuatro
Expected Attendance: 4,000

Programs

Senior Coffee Bar (Service)

Date: Daily Year-round
Location: Santa Ana and
Southwest Senior Centers
Expected Attendance: 350

Teen Halloween Celebration

Date: Saturday October 28, 2023
Location: Salgado Center
Expected Attendance: 50-75 teens

Kid's Night Out

Date: 3rd Friday monthly
(no programming June-September)
Location: El Salvador Center
Expected Attendance: 70-100
participants ages 6-12 years old

Summer Splash Day Camp

Date: June - August, 2024
Location: El Salvador Center,
Jerome Center, and Salgado Center
Expected Attendance: 200 weekly

Teen Excursion Program

Date: Saturday December 16, 2023
Location: Salgado Center
Expected Attendance: 75-100
teen attendees

Event dates and details are subject to change.
Expected guest counts are based on previous years
and are estimates.





Athletics & Sports

**Recreation
Program
Sections**



Aquatics



Health & Wellness



Special Events



Senior Services



Community Education



Youth & Teen Programs

CITY OF SANTA ANA DEMOGRAPHICS AND ECONOMIC DATA



POPULATION:

308,189 (California State Department of Finance, Demographic Research Unit, 07/01/2022)

RACE AND HISPANIC ORIGIN:

Hispanic: 76.7%
Asian: 11.9%
White: 27.7%
Black or African American: 1%
American Indian & Alaska Native: 0.9 %
Pacific Islander: 0.2%
Two or more races: 8.8% (C.D.F/U.S. Census Bureau (2022)

MEDIAN AGE:

32.6 (U.S. Census Bureau 2020)

SCHOOL ENROLLMENT:

53,131 (SAUSD K-12 2017/2018)
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:

\$72,406 (U.S. Census Bureau 2020)



CONTACT INFO:

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