

TUSTIN PARKS & RECREATION SERVICES DEPARTMENT

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

CITY OF TUSTIN
PARKS & RECREATION



“Making a Difference In Tustin”

2019 SPONSORSHIP PACKET



Community



Events

Activities



Programs



TUSTIN PARKS AND RECREATION

MISSION STATEMENT

The City of Tustin Parks and Recreation Department is committed to enhancing the quality of life in our community. We will respectfully provide leadership to accomplish our mission and strive to:

- Strengthen the community image and sense of place
- Provide inclusive recreational experiences
- Provide responsive human services
- Promote health and wellness
- Increase cultural unity
- Develop and maintain sustainable parks and facilities

INVESTMENT OPPORTUNITIES

The City of Tustin Parks and Recreation Department provides the opportunity to not just promote your business with unique and affordable advertising, but to also invest in the programs, parks, and special events in your community. Networking with local elected and appointed officials, local businesses, and service clubs is an added opportunity for exposure.

MARKETING HIGHLIGHTS

The City of Tustin special events come alive with incredible community involvement. Sponsorship levels vary. Your company may benefit from many of the following event-related promotions:

- High traffic locations
- Use of event logo in product
- Sampling or couponing
- Retail/trade promotion
- High visibility signage
- Promotional radio spots
- Web page flyers
- Cable TV spots
- Street banners
- Logo on event webpage with hyperlink
- Press releases
- Flyers and posters
- Ads in official program
- Event t-shirts
- Event banners
- Company booth space

DEMOGRAPHICS

Tustin has a growing culturally diverse population. We are located in central Orange County, a vibrant community of over three million residents.

FOR MORE INFORMATION

For more information, contact the City of Tustin Parks and Recreation at (714) 573-3326 or email us at tprd@tustinca.org. Information and packets are also available on our website at www.tustinca.org.

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
100

February 14, 2019

Parents Night Out Valentine's Day

We encourage parents to plan an evening out....without the kids! Our staff will provide children ages five to ten with plenty of fun to keep them entertained. From board games, crafts, games, a movie, and dinner, the evening will surely be a night to remember.

Title Sponsor - \$250

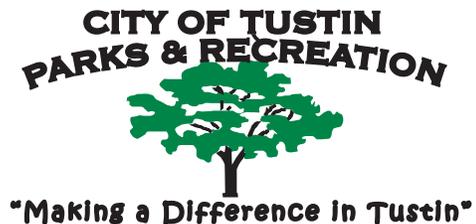
Company name/logo included on all press releases, social media, and advertisements
Company logo on event cable TV slide
Two (2) banners displayed at event**
Recognition announcements at the event

Event Sponsor - \$100

Company name/logo included on all press releases, social media, and advertisements
One (1) banner displayed at the event**
Recognition announcements at the event

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"CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS."

Estimated Attendance:
7,500

April 20, 2019

Easter Egg Hunt

The Tustin Parks and Recreation Department kicks off our community events for 2019 with this free annual event, complete with a variety of fun activities for the whole family, including: pony rides, a petting zoo, live entertainment, bounce houses, and carnival games. The highlight of the event is the egg hunt which is divided into four age-based areas in which children fill their Easter baskets with candy and search for the coveted "Golden Eggs" which contain valuable prizes donated by event sponsors!

Title Sponsor - \$2,500

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Four (4) banners displayed at the event**
- Recognition announcements at the event
- Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)
- Opportunity to pass out paper media at the event
- Four (4) VIP parking passes for the event
- Company name/logo on posters at the event

Event Sponsor - \$1,000

- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Two (2) banners displayed at the event**
- Recognition announcements at the event
- Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)
- Two (2) VIP parking passes for the event

Supporting Sponsor - \$500

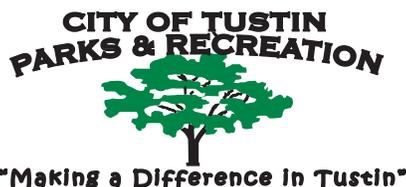
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Recognition announcements at the event
- One (1) banner displayed at the event**

Contributing Sponsor - \$250

- Literature displayed at information booth (brochure, flyer, or printed material)

Prize Sponsor - raffle prizes, gift certificates, and candy

- Company name or logo on posters displayed at one (1) area of the event



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* Includes flyers distributed to over 7,000 Tustin Unified School District students

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
1,000

April 27, 2019

Community Yard Sale

The Community Yard Sale is held in the parking lot of the Tustin Area Senior Center. This annual rummage sale provides community members the opportunity to buy and sell used goods. The Yard Sale hosts over 80 vendors each year providing local residents with fun bargain shopping.

Title Sponsor - \$250

Company name/logo on Main Street banner in Old Town Tustin

Company name/logo included on all press releases, social media, and advertisements*

Company logo on event cable TV slide

Two (2) banners displayed at the event**

Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)

Opportunity to pass out paper media at the event

Event Sponsor - \$125

Company name/logo included on all press releases, social media, and advertisements*

One (1) banner displayed at the event**

Vendor booth at the event (1 canopy, 1 table, and 2 chairs)



* Includes flyers and posters

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Estimated Attendance:
500

April 13, 2019

Youth Track Meet

“Run like the wind!” Open to all youth within Tustin and the surrounding communities regardless of ability, this recreational track meet gives young athletes (5-14 years of age) the chance to compete in running and field events. Hosted at Tustin High School, the Track Meet involves approximately 250 participants each year as well as their families who watch them compete. An added bonus is that the top eight finishers in each event earn the right to participate in the SCMAF Youth Championship Meet - Orange County!

Title Sponsor - \$1,000

- Company name/logo on event webpage, flyer, and registration form*
- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Four (4) banners displayed at the event**
- Recognition announcements at the event
- Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)
- Opportunity to pass out ribbons to winners
- Company name/logo on awards stands
- Complimentary entry in the Track Meet for four (4) participants (must meet age requirement)

Event Sponsor - \$500

- Company name/logo included on registration form
- Company name/logo included on all press releases, social media, and advertisements*
- Two (2) banners displayed at the event**
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Recognition announcements at the event
- Complimentary entry in the Track Meet for two (2) participants (must meet age requirement)

Supporting Sponsor - \$250

- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Recognition announcements at the event
- Company logo included on backside of registration form*



Contributing Sponsor - \$100

- Company name included on backside of registration form*
- Literature displayed on registration table (brochure, flyer, printed material, etc)

* Includes flyers distributed to over 7,000 Tustin Unified School District students

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Estimated Attendance:
500

May 3, 2019

Cinco de Mayo

The Tustin Family Youth Center hosts this free celebration for the families of Southwest Tustin complete with game booths, live entertainment, a snack bar, and raffle prizes donated by event sponsors. Each year approximately 500 people attend this fun, festive, and lively party. This event is also a great chance for local organizations to provide information to the community about their services and programs.

Title Sponsor - \$500

- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Two (2) banners displayed at the event**
- Recognition announcements at the event
- Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)
- Opportunity to pass out paper media at the event

Event Sponsor - \$250

- Company name/logo included on all press releases, social media, and advertisements*
- One (1) banner displayed at the event**
- Recognition announcements at the event
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)

Supporting Sponsor - \$100

- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Recognition announcements at the event

Prize Sponsor - raffle prizes, gift certificates, and candy

- Company name/logo on posters displayed at one (1) area of the event

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* Includes over 2,500 flyers distributed to schools in surrounding neighborhoods

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“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
40,000

June 2, 2019

Street Fair & Chili Cook-Off

This annual party for 40,000 people in the streets of Old Town Tustin holds the distinct honor of being the largest one-day chili cook-off in the world, according to the International Chili Society. The quaint streets of Old Town Tustin come alive with a variety of exhibitors featuring crafters, community organizations, food and chili booths, and craft beers and wine. Live music and contests are featured on three stages and there is a Fun Zone area with kid's games, bounce houses, and entertainment. Proceeds from the event are donated to local non-profit organizations whose members volunteer during the event.

Presenting Sponsor - \$10,000

- Name on Main Street banner in Old Town Tustin
- Opportunity to display ten (10) banners at the event**
- On-air recognition prior to event by GoCountry 105 FM (number of slots to be determined)
- Recognition announcements at the event
- Opportunity to provide prizes for live contests
- Opportunity to pass out paper media throughout the event
- Full page advertisement in Street Fair program
- Logo to be on cover of event program
- Company logo on all event flyers and print media
- Sponsor logo on event web page with hyperlink
- Logo on banner on main stage
- Name recognition throughout all press releases
- Complimentary entry for Street Fair booth
- Access to VIP area
- Logo to be larger than subsequent sponsors
- Opportunity to provide swag in VIP tent
- Logo on Street Fair commemorative t-shirts



Diamond Sponsor - \$7,500

- Name on Main Street banner in Old Town Tustin
- Opportunity to display six (6) banners at the event**
- On-air recognition prior to event by GoCountry 105 FM (number of slots to be determined)
- Recognition announcements at the event
- Opportunity to provide prizes for live contests
- Full page advertisement in Street Fair program
- Company logo on all event flyers and print media
- Sponsor logo on event web page with hyperlink
- Logo on banner on main stage
- Complimentary entry for Street Fair booth
- Access to VIP area
- Opportunity to provide swag in VIP tent
- Logo on Street Fair commemorative t-shirts

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
40,000

June 2, 2019

Street Fair & Chili Cook-Off

(Cont.)

Platinum Sponsor - \$5,000

- Name on Main Street banner in Old Town Tustin
- Opportunity to display three (3) banners at the event**
- On-air recognition prior to event by GoCountry 105 FM (number of slots to be determined)
- Recognition announcements at the event
- Opportunity to provide raffle prizes for website and Street Team
- Half page advertisement in Street Fair program
- Company logo on all event flyers
- Complimentary entry for Street Fair booth
- Access to VIP area
- Stage "spot" throughout the event
- Sponsor logo on event web page with hyperlink
- Logo on banner on small stage
- Opportunity to provide swag in VIP tent
- Logo on Street Fair commemorative t-shirts

Gold Sponsor - \$3,500

- Name on Main Street banner in Old Town Tustin
- Recognition announcements at the event
- Opportunity to provide raffle prizes for website and Street Team
- Half page advertisement in Street Fair program
- Company logo on all event flyers
- Complimentary entry for Street Fair booth
- Access to VIP area
- Stage "spot" throughout the event
- Sponsor logo on event web page with hyperlink
- Logo on banner on small stage
- Opportunity to provide swag in VIP tent
- Logo on Street Fair commemorative t-shirts



Silver Sponsor - \$1,500

- Opportunity to provide raffle prizes for main stage
- Quarter page advertisement in Street Fair program
- Company logo on all event posters
- Logo on sponsor banner in Peppertree Park
- Complimentary entry for Street Fair booth
- Stage "spot" throughout the event
- Sponsor logo on event web page with hyperlink
- Logo on Street Fair commemorative t-shirts

Bronze Sponsor - \$500

- Eighth page advertisement in Street Fair program
- Stage "spot" throughout the event

Program Sponsor - \$125

- Business card size advertisement in Street Fair program

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Estimated Attendance:
1,000 each night

June 12 - July 31, 2019

Concerts in the Park

The Tustin Parks and Recreation Department is excited to continue to host the FREE summer concerts. This eight-week concert series is held at Peppertree Park where people picnic, dance, and sing along to their favorite tunes. From Rock to Country to Jazz, there is something for everyone. Local non-profit organizations also join in the fun by selling food and drinks as a fundraiser.

Title Sponsor - \$3,000

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Two (2) banners displayed at the event**
- Recognition announcements at the event
- Vendor booth at all concerts in prime location (1 canopy, 1 table, and 2 chairs)
- Company logo on the City's water bill inserts (14,000 homes)
- Company logo on concert schedule reminder cards (front side of 2,000 cards)
- Literature displayed at information booth (brochure, flyer, or printed material)**

Event Sponsor - \$1,500

- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- One (1) banner displayed at the event**
- Recognition announcements at the event
- Vendor booth at four (4) of the concerts in prime location (1 canopy, 1 table, and 2 chairs)
- Company logo on the City's water bill inserts (14,000 homes)
- Company logo on concert schedule reminder cards (back side of 2,000 cards)
- Literature displayed at information booth (brochure, flyer, or printed material)**

Supporting Sponsor - \$500

- Vendor booth at two (2) of the concerts (1 canopy, 1 table, and 2 chairs)
- Recognition announcements at the event
- Company logo on the City's water bill inserts (14,000 homes)
- Company logo on concert schedule reminder cards (back side of 2,000 cards)
- Literature displayed at information booth (brochure, flyer, or printed material)**

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* Includes flyers distributed to city facilities and city businesses that support the event

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“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
1,000 each night

June 12 - July 31, 2019

Concerts in the Park

(Cont.)

Restaurant Sponsor - \$350

Partner with a non-profit organization to sell the restaurant's specialty or another food item that does not conflict with the other participating food vendors (subject to non-profit organization agreement and other conditions and rules)

Recognition at the event on the night of the restaurant's participation

Company logo on the City's water bill inserts (14,000 homes)

Company logo on concert schedule reminder cards (back side of 2,000 cards)

Literature displayed at information booth (brochure, flyer, or printed material)**

Restaurant's coupons available at the Parks and Recreation booth at all concerts

Contributing Sponsor - \$250

Company logo on the City's water bill inserts (14,000 homes)

Company logo on concert schedule reminder cards (back side of 2,000 cards)

Literature displayed at information booth (brochure, flyer, or printed material)**

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“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
9,000

July 4, 2019

July 4th Celebration

Take part in one of Tustin's favorite annual events and celebrate the nation's independence. Held at Tustin High School, the celebration starts with a concert on the football field and then moves on to a fireworks display that lights up the Tustin sky.

Title Sponsor - \$3,000

Company name/logo on Main Street banner in Old Town Tustin
Company name/logo included on all press releases, social media, and advertisements
Three (3) banners displayed at the event**
Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)
Recognition announcements at the event
Recognition for partnership during the firework show
Company VIP area prime seating
Four (4) complimentary parking passes
Company logo on the City's water bill inserts (front side of 14,000 bills)

Event Sponsor - \$1,500

Company name/logo included on all press releases, social media, and advertisements
One (1) banner displayed at the event**
Recognition announcements at the event
Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)
Company logo on the City's water bill inserts (back side of 14,000 bills)
Complimentary parking for employees working vendor booth

Supporting Sponsor - \$500

Company name/logo included on all press releases, social media, and advertisements
Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
Recognition announcements at the event

Contributing Sponsor - \$250

One (1) banner displayed at the event**
Literature displayed at information booth (brochure, flyer, or printed material)

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Estimated Attendance:
200-300 each week

July 11 - August 8, 2019

Movies in the Park

Local residents enjoy a family-friendly movie at various Tustin parks for five weeks each summer. This free event includes activities themed around the movie, food trucks, sponsor booths, raffles, and free popcorn for all!

Title Sponsor - \$250

- Company name/logo included on all press releases, social media, and advertisements*
- Advertisement on screen at all events*
- Company logo on event cable TV slide
- Two (2) banners displayed at all events**
- Recognition announcements at the events
- Vendor booth at all the events in prime location (1 canopy, 1 table, and 2 chairs)
- Opportunity to pass out paper media at all events

Event Sponsor - \$150

- Company name/logo included on all press releases, social media, and advertisements*
- One (1) banner displayed at three (3) of the events**
- Vendor space at two (2) of the movies in prime location (1 table and 2 chairs)
- Recognition announcements at two (2) of the movies

Supporting Sponsor - \$100

- Vendor space at one (1) of the movies (1 table and 2 chairs)
- Recognition announcements at one of the movies

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*Includes one Power Point slide advertisement at each movie

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Estimated Attendance:
3,000

Winter, Spring, Summer, Fall 2019

Tustin Adult Softball League

“Play ball!” Five nights a week at two different Tustin parks, adults are “knockin’ the ball around” in men’s and co-ed slow-pitch leagues. Four divisions are broken down by skill and experience level so everyone is welcome – from the “rookie” to the “grizzled veteran”. Four seasons are played each year and the champions of each division get a t-shirt or sweatshirt to commemorate their dominance!

Title Sponsor - \$1,500

- Company name or logo on Main Street banner in Old Town Tustin and/or city program banners
- One (1) banner on all three (3) fields for all four (4) seasons**
- Company name or logo on championship t-shirts for all four (4) seasons
- Company name or logo in Tustin Today as sponsor

Event Sponsor - \$750

- One (1) banner on all three (3) fields for one (1) season**
- Company name or logo on championship t-shirts for one (1) season

Supporting Sponsor - \$500

- One (1) banner on one (1) field for all four (4) seasons**

Contributing Sponsor - \$100

- One (1) banner on one (1) field for one (1) season**



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“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
50,000

October 4-6, 2019

Tustin Tiller Days

Paying homage to Tustin's agricultural roots, this 62nd annual three-day festival and parade continues to be the premier fall community event in Orange County with over 50,000 attendees. Tiller Days includes a community parade through the streets of Old Town Tustin, a carnival with thrill rides, live music and entertainment on two stages, 75 craft, information, and commercial vendors, food booths, a beer garden, and Backyard Brewfest. The event also provides local non-profit organizations with an amazing opportunity to raise funds for their cause.

Presenting Sponsor - \$10,000

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Company logo on Parade Road Closure Notices distributed to over 2,500 businesses and residences
- Opportunity to display ten (10) banners at the event**
- On-air recognition prior to event by GoCountry 105 FM
- Recognition announcements at the event
- Vendor booth (10'x20') at the event in prime location
- Opportunity to provide raffle prizes for contests
- Company logo on event website with hyperlink
- Company banner on main entertainment stage**
- Exclusive recognition in event banner in food court tent
- Full page advertisement in program (approx. 8.25"x7" ad space)
- Invitation to VIP festival kick-off party
- Company logo on VIP kick-off party invite
- Company logo on event parking passes
- Eight (8) VIP passes for festival parking
- Complimentary entry in the Tustin Tiller Days Parade
- Company logo on parade dignitary vehicle signs
- Reserved seating for two (2) at the Tustin Tiller Days Parade civic judging station
- Opportunity to judge Parade civic entries



Diamond Sponsor - \$7,500

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Opportunity to display seven (7) banners at the event**
- On-air recognition prior to event by GoCountry 105 FM
- Recognition announcements at the event
- Vendor booth (10'x20') at the event in prime location
- Opportunity to provide raffle prizes for contests
- Company logo on event website with hyperlink
- Company banner on community entertainment stage**
- Company logo on event T-shirt
- Company logo on Parade awards and trophies
- 3/4 page advertisement in program (approximately 5.5"x7" ad space)
- Invitation to VIP festival kick-off party
- Six (6) VIP passes for festival parking
- Complimentary entry in the Tustin Tiller Days Parade
- Opportunity to judge Tiny Tillers Contest on Sunday

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
40,000

October 4-6, 2019

Tustin Tiller Days

(Cont.)

Platinum Sponsor - \$5,000

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Opportunity to display five (5) banners at the event**
- On-air recognition prior to event by GoCountry 105 FM
- Recognition announcements at the event
- Vendor booth (10' x 10') at the event in prime location
- Half page advertisement in program (approximately 4"x7" ad space)
- Company logo on event website with hyperlink
- Company logo on event T-shirt
- Invitation to VIP festival kick-off party
- Four (4) VIP passes for festival parking
- Complimentary entry in the Tustin Tiller Days Parade
- Opportunity to judge vendor booth decorating contest



Gold Sponsor - \$3,500

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo included on all press releases, social media, and advertisements*
- Company logo on event cable TV slide
- Opportunity to display three (3) banners at the event**
- Recognition announcements at the event
- Vendor booth (10' x 10') at the event in prime location
- Opportunity to provide raffle prizes for contests
- Advertisement in program (approximately 5.5"x3.25" ad space)
- Company logo on event website with hyperlink
- Company logo on event T-shirt
- Invitation to VIP festival kick-off party
- Two (2) VIP passes for festival parking

Silver Sponsor - \$1,500

- Company name/logo included on all press releases, social media, and advertisements*
- Vendor booth (10' x 10') at the event in prime location
- Opportunity to provide raffles prizes for contests
- Company logo or small ad in event program (approximately 4"x3.25" ad space)
- Opportunity to display one (1) banner at the event**
- Recognition announcements at the event
- One (1) VIP pass for festival parking

Bronze Sponsor - \$500

- Opportunity to display one (1) banner at the event**
- Recognition announcements at the event
- Company logo/small ad in event program (approximately 3.25"x3.25" ad space)

Assisting Sponsor - \$125

- Business card size advertisement in program (approximately 2"x3.25" ad space)

* Includes flyers distributed to over 7,000 Tustin Unified School District students ** Provided by Sponsor

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
1,000

October 19, 2019

Old Town Art Walk

The Art Walk features over 60 local artists with their work on display for sale along the sidewalks of Old Town Tustin. Paintings, photography, sculpture, drawings, ceramics, and jewelry are all represented. Hosted in collaboration with several community partners, the event also includes a plein air contest, live music, wine tasting, a photography contest exhibit, a kid's art section, a high school artist gallery, and docent-led tours of Old Town Tustin.

Title Sponsor - \$1,000

- Company name/logo on Main Street banner in Old Town Tustin
- Company name/logo included on all press releases, social media, and advertisements
- Company logo with hyperlink on event website
- Company logo on the City's water bill inserts (approximately 14,000 inserts)
- Company name/logo in event program
- Company logo on event cable TV slide
- Company banner displayed at the Information Booth and Plein Air Tent**
- Company name/logo on posters displayed at the event
- Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)
- Literature displayed at Information Booth (brochures, flyers, printed media)
- Opportunity to present Plein Air Awards
- Recognition announcements at the event

Event Sponsor - \$500

- Company name/logo included on all press releases, social media, and advertisements
- Company name/logo in event program
- Company logo on event cable TV slide
- Company banner displayed at the Plein Air Tent**
- Company name/logo on posters displayed at the event
- Vendor booth at the event (1 canopy, 1 table, and 2 chairs)
- Literature displayed at Information Booth (brochures, flyers, printed media)
- Opportunity to present Plein Air People's Choice Awards
- Recognition announcements at the event

Supporting Sponsor - \$250

- Company name/logo in event program
- Company name/logo on posters displayed throughout the event
- Company banner displayed at the event**
- Sidewalk vendor space at event
- Literature displayed at Information Booth (brochures, flyers, printed media)
- Recognition announcements at the event

Contributing Sponsor - \$100

- Company name/logo in event program
- Company name/logo on posters displayed at information booth
- Company banner displayed at the event**



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“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
2,000

October 31, 2019

Halloween Howl

This annual event at the Columbus Tustin Activity Center features more than costumes and candy! Multiple bounce houses, carnival games, a live stage show, costume contest, and plenty of treats for kids and their families are all a part of the festivities. The highlight of the event is the costume parade when the most creative and fun costumes win awards!

Title Sponsor - \$1,000

Company name/logo on Main Street banner in Old Town Tustin

Company name/logo included on all press releases, social media, and advertisements*

Company logo on event cable TV slide

Two (2) banners displayed at the event**

Recognition announcements at the event

Vendor booth at the event in prime location (1 table and 2 chairs)

Opportunity to pass out paper media at the event

Event Sponsor - \$500

Company name/logo included on all press releases, social media, and advertisements*

One (1) banner displayed at the event**

Recognition announcements at the event

Vendor booth at the event (1 table and 2 chairs)

Supporting Sponsor - \$100

Recognition announcements at the event

Company name/logo on posters displayed at the event

Prize Sponsor - raffle prizes, gift certificates, and candy

Company name or logo on posters displayed at one (1) area of the event



* Includes flyers distributed to over 7,000 Tustin Unified School District students

** Provided by Sponsor

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
1,000

December 6, 2019

Christmas Tree Lighting

As an official kick-off to the holiday season in Tustin, the Christmas Tree Lighting is held each year and hosted by the newly elected Mayor. A variety of community groups perform holiday themed dance or music numbers while cookies and hot chocolate are being served by local non-profit groups. Best of all is the visit from Santa Claus, who helps light the Christmas tree and then takes photos with the families and children.

Title Sponsor - \$1,000

Company name/logo on Main Street banner in Old Town Tustin

Company name/logo included on all press releases, social media, and advertisements *

Company logo on event cable TV slide

Two (2) banners displayed at the event**

Recognition announcements at the event

Vendor booth at the event in prime location (1 canopy, 1 table, and 2 chairs)

Opportunity to pass out paper media at the event

Event Sponsor - \$500

Company name/logo included on all press releases, social media, and advertisements *

One (1) banner displayed at the event**

Recognition announcements at the event

Vendor booth at the event (1 canopy, 1 table, and 2 chairs)

Supporting Sponsor - \$100

Company name/logo on posters displayed at one (1) area of the event

One (1) banner displayed at the event**

Recognition announcements at the event

Prize Sponsor - raffle prizes, gift certificates, and candy

Company name/logo on posters displayed at one (1) area of the event

**Parks
Make
Life
Better!**



* Includes flyers distributed to over 7,000 Tustin Unified School District students

** Provided by Sponsor

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS.”

Estimated Attendance:
200

December 7, 2019

Holiday Talent Show

Open to participants from age five to adult, amateur performers are able to display their talent in our newly redesigned Tustin Community Center at the Market Place. This is a great chance for the community to see the future stars of America!

Title Sponsor - \$1,000

Company name/logo on banners placed throughout the City and at City events
Company name/logo included on all press releases, social media, and advertisements*
Company logo on event cable TV slide
Company name/logo in the program
Two (2) stand alone thank you posters
Recognition announcements at the event
Vendor space at the event in prime location (1 table and 2 chairs)
Opportunity to pass out paper media at the event

Event Sponsor - \$500

Company name/logo included on all press releases, social media, and advertisements*
Company name/logo in the program
One (1) stand alone thank you poster
Recognition announcements at the event
Vendor space at the event (1 table and 2 chairs)

Prize Sponsor - \$250 (limit to 4 different sponsors)

Company name/logo included on all press releases, social media, and advertisements*
Company name/logo in the program
Company name/logo on specific awards
Vendor space at the event

Supporting Sponsor - \$100

Company name/logo in the program

**CITY OF TUSTIN
PARKS & RECREATION**



"Making a Difference in Tustin"



* Includes flyers distributed to over 7,000 Tustin Unified School District students

** Includes a Power Point slide advertisement at event

"CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS."

Estimated Attendance:
250

December 2-20, 2019

Holiday Basket Program

Each holiday season the Tustin Family Youth Center coordinates this social service program that benefits Tustin's underprivileged families. "Baskets" containing donated items such as non-perishable food, toiletries, clothing, and toys are provided to over 100 families every year. Fully funded via sponsorships and donations from local non-profit organizations and businesses, this program culminates in families coming to the Youth Center to have a visit with Santa Claus and pick up their basket.

Title Sponsor - \$500

Company name/logo included on all press releases, social media, and advertisements
Company logo on event cable TV slide
Opportunity to pass out paper media at the event

Event Sponsor - \$250

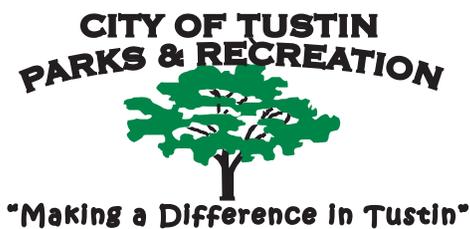
Company name/logo included on all press releases, social media, and advertisements
Opportunity to pass out paper media at the event

Supporting Sponsor - \$100

Company name/logo included on all press releases, social media, and advertisements

Prize Sponsor - raffle prizes, gift certificates, and candy

Company name/logo included on all press releases, social media, and advertisements



"CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS."

2019

Sponsorship Commitment Form

Parents Night Out-Valentine's Day

- Title Sponsor (\$250)
- Event Sponsor (\$100)

Youth Track Meet

- Title Sponsor (\$1,000)
- Event Sponsor (\$500)
- Supporting Sponsor (\$250)
- Contributing Sponsor (\$100)

Easter Egg Hunt

- Title Sponsor (\$2,500)
- Event Sponsor (\$1,000)
- Supporting Sponsor (\$500)
- Contributing Sponsor (\$250)
- Prize Sponsor

Community Yard Sale

- Title Sponsor (\$250)
- Event Sponsor (\$125)

Cinco de Mayo

- Title Sponsor (\$500)
- Event Sponsor (\$250)
- Supporting Sponsor (\$100)
- Prize Sponsor

Street Fair & Chili Cook-Off

- Presenting Sponsor (\$10,000)
- Diamond Sponsor (\$7,500)
- Platinum Sponsor (\$5,000)
- Gold Sponsor (\$3,500)
- Silver Sponsor (\$1,500)
- Bronze Sponsor (\$500)
- Program Sponsor (\$125)

Concerts in the Park

- Title Sponsor (\$3,000)
- Event Sponsor (\$1,500)
- Supporting Sponsor (\$500)
- Restaurant Sponsor (\$350)
- Contributing Sponsor (\$250)

July 4th Celebration

- Title Sponsor (\$3,000)
- Event Sponsor (\$1,500)
- Supporting Sponsor (\$500)
- Contributing Sponsor (\$250)

Movies in the Park

- Title Sponsor (\$250)
- Event Sponsor (\$150)
- Supporting Sponsor (\$100)

Tustin Tiller Days

- Presenting Sponsor (\$10,000)
- Diamond Sponsor (\$7,500)
- Platinum Sponsor (\$5,000)
- Gold Sponsor (\$3,500)
- Silver Sponsor (\$1,500)
- Bronze Sponsor (\$500)
- Program Sponsor (\$125)

Old Town Art Walk

- Title Sponsor (\$1,000)
- Event Sponsor (\$500)
- Supporting Sponsor (\$250)
- Contributing Sponsor (\$100)

Halloween Howl

- Title Sponsor (\$1,000)
- Event Sponsor (\$500)
- Supporting Sponsor (\$100)
- Prize Sponsor

Christmas Tree Lighting

- Title Sponsor (\$1,000)
- Event Sponsor (\$500)
- Supporting Sponsor (\$100)
- Prize Sponsor

Tustin Adult Softball League

- Title Sponsor (\$1,500)
- Event Sponsor (\$750)
- Supporting Sponsor (\$500)
- Contributing Sponsor (\$100)

Holiday Talent Show

- Title Sponsor (\$1,000)
- Event Sponsor (\$500)
- Prize Sponsor (\$250)
- Supporting Sponsor (\$100)

Holiday Basket Program

- Title Sponsor (\$500)
- Event Sponsor (\$250)
- Supporting Sponsor (\$100)
- Prize Sponsor

**CITY OF TUSTIN
PARKS & RECREATION**



"Making a Difference in Tustin"

"CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PROGRAMS."

Total # of Events _____

Total Sponsorship \$ _____

Sponsor Information

Company Name: _____

Company Representative: _____

How to List Company Name on Marketing Materials: _____

Phone Number: _____

Address: _____

Email: _____

Partner Packages - Maximize Your Community Exposure!

Become a certain level sponsor for all events and programs for one discounted contribution.

Big Bang Package!

Includes Tustin's largest events: Tustin Tiller Days, Tustin Street Fair and Chili Cook-Off, July 4th Celebration, and Concerts in the Park.

\$20,000 Title Sponsor (\$6,000 Savings @ 4 Events/Programs)

We LOVE Tustin Package!

Includes the best of Tustin's community events: Easter Egg Hunt, Youth Track Meet, Community Yard Sale, Cinco de Mayo, Concerts in the Park, July 4th Celebration, Movies in the Park, Adult Softball League, Old Town Art Walk, Halloween Howl, Christmas Tree Lighting, and Holiday Basket Program.

\$10,000 Title Sponsor (\$3,700 Savings @ 13 Events/Programs)

\$5,000 Event Sponsor (\$2,025 Savings @ 13 Events/Programs)

\$2,000 Supporting Sponsor (\$950 Savings @ 12 Events/Programs)

Holiday Celebration Package!

Includes Tustin's holiday events: Easter Egg Hunt, Cinco de Mayo, July 4th Celebration, Halloween Howl, and Christmas Tree Lighting.

\$5,000 Title Sponsor (\$1,000 Savings @ 5 Events/Programs)

Please note that individual sponsorship packages can be tailored to meet your company's unique promotional needs. Payment Plan (check one):

Quarterly (Based on events occurring in specific quarter)

Bi-annual (Based on events occurring in bi-annual time frame)

One Installment

Make checks payable to the *City of Tustin*.

Send Sponsorship Form to:

Tustin Parks and Recreation Department

300 Centennial Way

Tustin, CA 92780

For more information, please contact

Tustin Parks and Recreation Department at tprd@tustinca.org / (714) 573-3326.

TUSTIN PARKS & RECREATION SERVICES DEPARTMENT

“CREATING COMMUNITY THROUGH PEOPLE, PARKS, AND PRO-

2019 SPONSORSHIP PACKET

For more information contact:

**Tustin Parks and Recreation Department at
tprd@tustinca.org or (714) 573-3326.**

