



THE CITY OF
SAN FERNANDO

2025

SPECIAL EVENTS SPONSORSHIP OPPORTUNITIES



2025 Special Events Calendar

The City of San Fernando Recreation and Community Services Department is excited to invite you to partner with us as a sponsor for our 2025 events. We are dedicated to creating impactful opportunities that connect individuals, inspire action, and drive lasting change. By supporting our initiatives, you will become an integral part of a community committed to fostering innovation, education, and growth—all while gaining valuable exposure to a diverse and engaged audience.

Enclosed, you'll find detailed information about our sponsorship opportunities and the benefits associated with each level of support.

EVENT

DATE

<u>SFV Mile Run/Walk & Health Expo</u>	<u>March 1, 2025</u>
<u>Spring Jamboree</u>	<u>April 19, 2025</u>
<u>Independence Day Festival</u>	<u>July 4, 2025</u>
<u>Movies at the Park</u>	<u>July 18, 25 & August 1, 2025</u>
<u>Summer Concerts</u>	<u>August 16 & 23, 2025</u>
<u>City's 114 Birthday</u>	<u>August 30, 2025</u>
<u>Día de los Muertos Festival</u>	<u>October 25, 2025</u>
<u>Holiday Tree Lighting</u>	<u>December 6, 2025</u>

Thank you for considering this opportunity to make a meaningful difference in the Northeast San Fernando Valley.

SAN FERNANDO VALLEY MILE RUN/WALK & FAMILY HEALTH AND FITNESS EXPO

Join us for the San Fernando Valley Mile Run/Walk & Health Expo where people of all ages and fitness levels will enjoy a fun-filled morning of physical activity and community engagement. Your sponsorship will contribute to the success of this great event, empowering communities to take charge of their health and wellness.

ESTIMATED ATTENDANCE: 2,000 PARTICIPANTS

Sponsorship Levels and Benefits	\$ 15,000 Race	\$ 15,000 Expo Title	\$ 7,500 Platinum	\$ 5,000 Gold	\$ 2,500 Silver	\$ 500 Bronze
Corporate name included as the official sponsor						
Link and logo on race website				✓		
Prime vendor booth space						
30 race entries for employees						
Digital advertisement in RCS Brochure for one season						
Speaking opportunity at Expo						
Prime logo placement on Expo Title						
Full page advertisement in RCS Brochure for one season						
Booth space at 1 additional City event						
Vendor booth space						✓
Agency logo on Expo Title						✓
Digital advertisement in RCS Brochure for one season						
15 race entries for employees						
Quarter page advertisement in RCS Brochure for one season						
Booth space at 4 additional City events						
10 race entries for employees, family and friends				✓		
Booth space at 2 additional City events				✓		
Quarter page advertisement in RCS Brochure for one season				✓		
Booth space at 1 additional City event					✓	

SFV Mile
returns
March 7, 2026

2026 SPONSORSHIP PACKET
COMING
AUGUST 2025.

SPRING JAMBOREE

Join us for our annual Spring Jamboree, a day filled with live music, delicious food from local vendors, and a variety of arts and crafts booths. This family-friendly festival attracts a diverse audience of residents and visitors, making it an excellent opportunity for your business to gain visibility and connect with the community.

ESTIMATED ATTENDANCE: 600 PARTICIPANTS

Sponsorship Levels & Benefits

\$ 2,500 | Platinum

- Large logo on all marketing material
- Prime vendor booth space
- Verbal recognition at event
- Half page advertisement in program
- Booth space at event

Spring Jamboree returns April 4, 2026

\$ 1,500 | Gold

- Large logo on all marketing material
- Prime vendor booth space
- Speaking opportunity at event
- 1/4 page advertisement in program
- Booth space at event

\$ 1,000 | Silver

- Logo on all marketing material
- Vendor booth space at event
- 1/4 page advertisement in program

\$ 500 | Bronze

- Logo on all marketing material
- Vendor booth space at event

For assistance with sponsorship, contact:
Marisol Diaz, RCS Coordinator at mdiaz@sfcity.org or (818) 898-7340

April 19, 2025

INDEPENDENCE DAY FESTIVAL

Join us for the City of San Fernando's Independence Day Festival! This fun event will entertain families with games, activities, food, live music, dancing, and an amazing patriotic show. Your sponsorship will contribute to the success of this great community event, bringing families together in celebration of the birth of our great nation.

ESTIMATED ATTENDANCE: 2,000 PARTICIPANTS

Sponsorship Levels and Benefits

**\$ 15,000
Title**

**\$ 10,000
Platinum**

**\$ 5,000
Gold**

**\$ 3,500
Silver**

**\$ 2,500
Bronze**

Agency logo displayed in the Drone Show

✓

Prime logo placement on all marketing material

✓

Prime vendor booth space at event

✓

✓

Company/Organization banner displayed at event

✓

Digital advertisement at two park sites

✓

✓

Speaking opportunity and recognition during the event

✓

✓

Prime logo placement on all marketing material

✓

Full page ad in the RCS Brochure for two seasons

✓

Booth space at 8 additional City events

✓

Naming rights of the carnival game area at event

✓

Large logo on all marketing material

✓

Quarter page advertisement in RCS Brochure for two seasons

✓

Vendor booth space at event

✓

✓

✓

Booth space at 4 additional City events

✓

Agency Logo on all event marketing material

✓

✓

✓

Quarter page advertisement in RCS Brochure for one season

✓

Booth space at 3 additional City events

✓

Booth space at 2 additional City events

✓

Booth space at 1 additional City event

✓

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July 4, 2025



SUMMER SERIES EVENTS

Join us for one of our delightful summer series featuring enchanting movies, vibrant concerts, and our very own City's Birthday! For this event we welcome the public for an unforgettable evening of entertainment, laughter, and community spirit. Your sponsorship will help bring together families and friends for evenings filled with cinematic magic and live music.

ESTIMATED ATTENDANCE: 1,000 PER SERIES

Sponsorship Levels & Benefits

One level per option

\$ 2,500 | Gold

- Large logo placement on all event marketing material
- Prime vendor booth space for selected series
- Speaking opportunity and recognition during the event
- Half page advertisement in RCS Brochure for one season
- Booth space at 1 additional City event

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MOVIES AT THE PARK

Dates:

July 18, 2025

July 25, 2025

August 1, 2025

\$ 1,500 | Silver

- Logo on all marketing material
- Vendor booth space for selected series
- Speaking opportunity and recognition during the event
- 1/4 page advertisement in RCS Brochure for one season

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SUMMER CONCERTS & CITY'S 114TH BIRTHDAY

Dates:

August 16, 2025

August 23, 2025

August 30, 2025

\$ 1,000 | Bronze

- Logo on all marketing material
- Vendor booth space for selected series

DÍA DE LOS MUERTOS FESTIVAL

Join us for the City of San Fernando's Día de Los Muertos Festival, a vibrant celebration of Mexican culture and traditions! The event will feature live music, delicious food, stunning art installations, commemorative altars, and engaging activities. Your sponsorship will contribute to the success of this great event in support of culture and community.

ESTIMATED ATTENDANCE: 1,000

Sponsorship Levels & Benefits

\$ 2,500 | Gold

- Large logo placement on all event marketing material
- Prime vendor booth space at event
- Recognition and speaking opportunity during the event
- Half page advertisement in RCS Brochure for one season
- Booth space at 1 additional City event



\$ 1,500 | Silver

- Logo on all event marketing material
- Vendor booth space at event
- 1/4 page advertisement in RCS Brochure for one season
- Recognition during event



\$ 500 | Bronze

- Logo on all event marketing material
- Vendor booth space at event



HOLIDAY TREE LIGHTING

Join us for the City of San Fernando's Holiday Tree Lighting Celebration, an evening filled with festive decorations, lively music, activities and a visit from Santa himself for family photos in our historic Lopez Adobe. Your sponsorship will contribute to the success of this great celebration, bringing together community in the spirit of the holiday season.

ESTIMATED ATTENDANCE: 2,000 PARTICIPANTS

Sponsorship Levels & Benefits

\$ 3,000 | Gold

- Large logo on all event marketing material
- Logo displayed at Santa's Village
- Recognition during event
- Vendor booth space at event and at *Story Time with Santa* (Date TBD)
- Half page advertisement in RCS Brochure for one season
- Booth space at 1 additional City event



\$ 1,500 | Silver

- Logo on all event marketing material
- Vendor booth space at event
- 1/4 page advertisement in RCS Brochure for one season
- Recognition during event



\$ 500 | Bronze

- Logo on all marketing material
- Vendor booth space at event





Department of Recreation & Community Services
Sponsor Commitment Form

Please indicate your organization's commitment by circling the sponsorship amount(s) in the table below.

Event	Title	Platinum	Gold	Silver	Bronze
SFV Mile Run/Walk	\$15,000	\$7,500	\$5,000	\$2,500	\$500
SFV Family Health & Fitness Expo	\$15,000	\$7,500	\$5,000	\$2,500	\$500
Spring Jamboree		\$2,500	\$1,500	\$1,000	\$500
Independence Day	\$15,000	\$10,000	\$5,000	\$3,500	\$2,500
Movies in the Park			\$2,500	\$1,500	\$1,000
Summer Concerts & City's Birthday			\$2,500	\$1,500	\$1,000
Día de los Muertos Festival			\$2,500	\$1,500	\$500
Holiday Tree Lighting			\$3,000	\$1,500	\$500

Company Name: _____

Name of Contact Person: _____

Address: _____ City: _____ Zip Code: _____

Phone Number: _____ Email: _____

Total Contribution Amount: \$_____

Please make check payable to:

City of San Fernando

Federal Tax ID # 95-60007779

(Charitable contributions to governmental units may be tax deductible under section 170 (c) (1) of the Internal Revenue Code if made for public purpose.)

Return To:

City of San Fernando

Department of Recreation and Community Services
c/o Marisol Diaz

208 Park Avenue, San Fernando, CA 91340

For assistance with sponsorship, contact:

Marisol Diaz, RCS Coordinator at mdiaz@sfcity.org or (818) 898-7340