



June-December
2022

SPECIAL EVENTS
SPONSORSHIP OPPORTUNITIES



Prepared by:

City Manager's Administrative Office / Parks and Community Services Department

May 31, 2022

To Whom It May Concern,

The City of Watsonville is a diverse and thriving community that loves to celebrate and gather; special events help do that. In addition to bringing people together, special events strengthen community image and sense of place, strengthen safety and security and provide residents and visitors with a safe and enjoyable environment.

With this in mind, we are seeking sponsorship to help support the many special events that are offered by the City of Watsonville throughout the year. Your support will ensure a diverse lineup of high quality and vibrant special events. In return, your company could potentially gain exposure to tens of thousands of local residents and people from around the region.

In this sponsorship packet you will find a list of our annual special events with a variety of sponsorship opportunities to choose from.

We appreciate your time and willingness to support your community. We look forward to working with you in the near future. Thanks for joining us in making Watsonville an ideal place to live, work and play.

Please contact us if you have any questions or to lock in your community support today!

Parks and Community Services Department

Jessica Beebe, Community Engagement & Events Supervisor
jessica.beebe@cityofwatsonville.org
831.768.3266



MUSIC IN THE PLAZA



About the Event

Live performances come to the City Plaza! Music in the Plaza brings a variety of artists to downtown Watsonville for entertainment free of charge. A total of seven concerts are offered. These concerts bring the community together, while supporting local Downtown businesses. They are also aligned with brand new 3rd Friday events downtown, showcasing and supporting the local arts community.

Target Audience

Watsonville & Pajaro Valley Residents
(All Ages)

June - September 2022

Event Attendance - 450 people per event

Total Attendance - 3,000 people

Digital Media

- Facebook - 11,000+ Followers
- Instagram - 5,000+ Followers
- City Website
- Email Newsletter

Printed Media

- Flyers, mailer, & posters

All levels of sponsorship include:

- Recognition on website
- Recognition on social media
- Recognition on flyers
- Acknowledgment on all marketing efforts (may include radio, television, newspaper)

PATRON OF THE ARTS - \$5,000

(Sponsorship of two concerts)

- Company logo on stage backdrop for two of the seven concerts of your choosing
- Announcements by bands recognizing your company's sponsorship
- Special event seating upon request

PRODUCER - \$2,500

(Sponsorship of one concert)

- Company logo on stage backdrop for one of the seven concerts of your choosing
- Announcements by bands recognizing your company's sponsorship

FRIENDS OF THE ARTS - \$1,000

(sponsor event sound system and music logistics)

To sponsor this event contact:

jessica.beebe@cityofwatsonville.org



4TH OF JULY PARADE



About the Event

The Spirit of Watsonville 4th of July Parade is a community tradition. The Watsonville parade showcases thousands of participants; businesses, non-profits, youth groups, and other associations. Thousands of spectators gather along Main Street in Historic Downtown to enjoy this community parade.

Target Audience

Watsonville & Pajaro Valley Residents

July 4th, 2022

Event Attendance - 15,000+ people

Digital Media

- Facebook - 11,000+ Followers
- Instagram - 5,000+ Followers
- City Website
- Email Newsletter

Printed Media

- Flyers, mailer, & posters

All levels of sponsorship include:

- Recognition on website
- Recognition on social media
- Recognition on flyers
- Mini American Flags for 25

FREEDOM RINGER - \$5,000

(sponsorship of large cold air balloon)

- Banner recognizing your company's sponsorship on balloon platform
- Banner recognizing your company's sponsorship during the parade
- VIP Seating Area
- VIP Parking
- VIP Tent Access

PATRIOTIC - \$2,000

- Banner recognizing your company's sponsorship during the parade
- VIP Seating Area
- VIP Parking
- VIP Tent Access

STAR SPANGLED - \$1,000

(sponsor event logistics)

To sponsor this event contact:

jessica.beebe@cityofwatsonville.org



STRAWBERRY FESTIVAL



About the Event

The Watsonville Strawberry Festival traces its roots to the Watsonville Strawberry Dessert Festival that was founded in 1995 to help downtown Watsonville recover from the 1989 Loma Prieta earthquake. Today, the festival provides a safe, family-friendly experience in downtown Watsonville.

For our 25th annual festival in 2019, we added two new fun events to expand the activities. The Strawberry Festival Kick-Off party was held on Friday night. Delicious food, fun lawn games, local wine, craft beer and live entertainment were available for the community to enjoy.

The Strawberry Jam Fun Run was also held the Saturday before the start of the festival, with 130 runners in participation.

After a hiatus due to COVID, we eased out of restrictions with a one-day Festival in 2021. This year, we are excited to fully restore the Festival to its former glory and create an even more enjoyable experience for event-goers!

Target Audience

General public

August 5 - 7, 2022

Event Attendance - over 35,000 people over a two day festival

Digital Media

- Facebook - 11,000+ Followers
- Instagram - 5,000+ Followers
- City Website
- Email Newsletter

Printed Media

- Flyers, mailer, & posters

All levels of sponsorship include:

- Recognition on social media
- Name or logo in the Festival program
- Inclusion on the Festival website with a link to business website
- Business banner (provided by business) displayed at festival
- Name and logo on all promotional materials including newspaper, TV, and radio

To sponsor this event contact:

jessica.beebe@cityofwatsonville.org



STRAWBERRY FESTIVAL CONT.



THE BIG BERRY - \$15,000

- Company name prominently displayed on all Festival marketing materials, correspondence, etc. as the Title Sponsor
- Banner recognizing your company's sponsorship at the main stage (no larger than 6 x 8)
- Logo on Main Street Banner
- Souvenir packet
- Business name displayed on official Strawberry Festival poster
- 10 feet x 10 feet area near the main stage of the Festival for promotional purposes
- Logo displayed on official Strawberry Festival Poster
- (16) VIP Parking Passes
- Company banner on strawberry arch

BERRY BERRY - \$5,000

- Business name displayed on official Strawberry Festival poster
- 10 feet x 10 feet area near the Festival main stage for promotional purposes
- (4) VIP Parking Passes

SWEET BERRY - \$3,000

- (2) VIP Parking Passes

BABY BERRY - \$1,000

(sponsor event logistics)

BERRIEST - \$8,000

- Business name displayed on official Strawberry Festival poster
- 10 feet x 10 feet area near the Festival main stage for promotional purposes
- (8) VIP Parking Passes,
- Company banner on strawberry arch





SANTA TOUR



About the Event

This several-day event began in 2020 as safe way to spread socially-distanced holiday cheer. Santa and Mrs. Clause ride atop a festively-lit antique fire truck and are followed by cheerful elves distributing candy canes. In 2021, the event was modified to include stops at local parks and schools, with maps and an online Santa Tracker to make it easy to find jolly old Saint Nick. To the delight of many, the Grinch also snuck along and performed a well-received dance routine. As we look forward to restoring our traditional holiday events, we can't imagine the holiday season without this heart-warming addition, which was awarded the 2021 Event of the Year by the Pajaro Valley Chamber of Commerce & Agriculture. We also look forward to potentially expanding Santa's stops to schools and assisted care facilities.

Target Audience

General public & Watsonville families with children

Target Dates - December 14-16, 2022

Digital Media

- Facebook - 11,000+ Followers
- Instagram - 5,000+ Followers
- City Website
- Email Newsletter

Printed Media

- Flyers, mailer, & posters

All levels of sponsorship include:

- Recognition on website
- Recognition on social media
- Recognition on flyers

CINDY LOU WHO - \$2,500

(sponsorship of the Grinch)

- Company banner on fire truck
- Logo on event signage

BUDDY THE ELF - \$1,500

(sponsorship of Santa & Mrs. Clause)

- Company banner on fire truck
- Logo on event signage

MAX - \$500

(sponsor event logistics)

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