

Trick or Treat Safetyville Saturday, October 29th, 2022



3909 Bradshaw Road
Sacramento, CA 95827
916.366.SAFE (7233)
Safetyvilleusa.org

Dear Friend of Safetyville,

Teamwork makes the scream work! Safetyville is reimagining our signature Halloween event, and we need your help to make it happen. Trick or Treat Safetyville provides a safe environment for kids of all ages to trick or treat. As event goers walk the spooky streets, they will find (not-so) scary, silly, and super surprises behind every door.

This reimagined event will take place on Saturday, October 29, 2022, from 4 p.m. to 8 p.m. at our unique miniature city, Safetyville USA, 3909 Bradshaw Road.

All funds raised support Safetyville USA, an initiative of Safety Center. Through field trips, community events, and outreach, Safetyville USA provides our community members with the skills, knowledge, and resources that can keep them safe and healthy across all areas and stages of their life. Safetyville is currently undergoing a transformation to ensure that community members can continue to learn and practice life-saving lessons as they have traditionally on field trips to Safetyville and virtually – new technology, modern displays and updated lessons are in the works!

All event sponsors will have the opportunity to host a booth during the event. This is an excellent opportunity for you to highlight your business to over 1,200 event guests during the four-hour event. Event sponsors also receive recognition on social media posts and the Safetyville electronic newsletter.

Please help us get the party started this Halloween by joining us as a sponsor.

Thank you for reviewing the enclosed sponsor packet. Please return your sponsorship form by Thursday, September 29 to take full advantage of your sponsorship benefits. If you have any questions or would like to discuss other ways to engage with our community through Safetyville, please give me a call at 916.366.7233 ext. 1239. I look forward to hearing from you!

Sincerely,

Jenny Mensch
Community Programs Manager

Since 1984, the children's safety and health education program of Safety Center Incorporated, Safetyville USA, has been instilling safety values in children. As a non-profit organization, our mission is to reduce injuries and save lives by empowering our community to make positive life-changing decisions. Thank you for your support!

Tax ID# 94-2831134

Trick or Treat Safetyville Saturday, October 29th, 2022



SPONSORSHIP OPPORTUNITIES

To benefit from all print and broadcast promotion,
please reply by September 29, 2022

Presenting Sponsor - \$5,000

Exclusive Opportunity - this sponsor will receive:

- Premier placement of sponsor logo on all print and digital promotional materials for event including:
 - Event Promotional banners displayed at Safetyville/Safety Center
 - Event Flyers and Posters
 - Safetyville website (Logo and link)
 - Event related social media posts on Instagram and Facebook
 - All paid advertising on social media
 - All Safetyville e-mail blast promotions
- Trick or Treat Safetyville presented by <your company> on Safetyville Marquee for one month (September 29 – October 29) (an estimated 30,500 vehicles travel past our marquee daily)
- Prominent positioning of vendor booth in front of Safetyville Capitol Building

Monster Mash Sponsor - \$2,500

Sponsors at this level will receive:

- Sponsor recognition on promotional materials as detailed in benefits for Vampire VIP Sponsor
- +
- All Safetyville e-mail blast promotions distributed to over 2,700 Sacramento area elementary teachers/administrators and families with school age children
- Event related social media posts on Instagram and Facebook

Vampire VIP Sponsor - \$1000

Sponsors at this level will receive:

- Sponsor recognition on promotional materials as detailed in benefits for Spooky Squad Sponsor
- +
- Recognition on Safetyville USA website with link
- Your company provided banner displayed during the event

Spooky Squad Sponsor - \$500

Donors at this level will receive:

- Recognition on event webpage
- Complimentary vendor booth each evening of the event
- Recognition in at least one e-mail blast to Safetyville's electronic newsletter subscribers; currently over 2,700 contacts



SPONSORSHIP COMMITMENT FORM

To benefit from all print and broadcast promotion, please reply by September 29, 2022

Company Information

Company Name:			
Contact Name:		Title:	
Email:			
Phone Number:			
Company Address:		City:	State: Zip:
Social Media Accounts: _____ _____			

Event Sponsorships

- | | | |
|--------------------------|----------------------|------------|
| <input type="checkbox"/> | Presenting Sponsor | \$5,000.00 |
| <input type="checkbox"/> | Monster Mash Sponsor | \$2,500.00 |
| <input type="checkbox"/> | Vampire VIP Sponsor | \$1,000.00 |
| <input type="checkbox"/> | Spooky Squad Sponsor | \$ 500.00 |
| <input type="checkbox"/> | Event Donation | \$ |

Payment Information

<input type="checkbox"/> Enclosed is a Check For:	<input type="checkbox"/> Please send invoice. PO Number:
<input type="checkbox"/> Please Charge my Credit Card: \$	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX <input type="checkbox"/> Discover
Credit Card Number:	EXP:
Name on Card:	Signature:
Billing Address if Different from Above:	