

Trick or Treat Safetyville Saturday, October 28th, 2023



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

Dear Friend of Safetyville,

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.

Trick or Treat Safetyville will take place on Saturday, October 28, 2023, from 4 p.m. to 8 p.m. at our unique miniature city, Safetyville USA, 3909 Bradshaw Road.

All funds raised support Safetyville USA, a program 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 2,000 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 Friday, September 22 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. 1223. I look forward to hearing from you!

Sincerely,

Kelly Huffman
Safety Center
Senior VP, Operations

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

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Presented by



C L U T C H

To benefit from all print and broadcast promotion,
please reply by September 22, 2023

SPONSORSHIP OPPORTUNITIES

2023 Presenting Sponsor

SECURED

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 28 – October 28) (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 - \$1,000

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

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WHEN: 4 pm – 8 pm, Saturday, October 28, 2023

WHERE: Safetyville USA 3909 Bradshaw Road, Sacramento

ADMISSION: \$5 per person; Children 3 and under FREE

ATTENDANCE: 3,000 guests

AUDIENCE: Families with school age children from the Sacramento region

PURPOSE: Trick or Treat Safetyville offers a fun and safe trick or treating experience for kids of all ages. Take a walk down the spooky streets of the little city and see what surprises lurk behind each door. Visit the trick-or-treat stations hosted by our community partners to enjoy fun activities related to safety and health and to fill up your bag with treats and prizes. Enjoy engaging performances on the Capitol main stage.

Trick or Treat Safetyville helps raise funds to support the children's safety and health education program at Safetyville.

Safetyville is undergoing a transformation to ensure that children can continue to experience the highly interactive safety tour to learn and practice life-saving lessons to keep them safe in their homes and neighborhoods – as they have traditionally on field trips to Safetyville and virtually – new technology, modern displays and updated lessons are in the works!

PROGRAM: Trick or Treat Safetyville takes place in our unique miniature city designed to teach children safety skills.

- Trick or Treat Stations featuring treats, prizes, and fun activities hosted by Community Partners, Vendors, and Sponsors
- Main Stage Performances featuring youth performing arts groups
- Costume parade led by Safety Bill and other familiar mascots

MORE INFORMATION: 916.438.3385 | Events@safetycenter.org



SPONSORSHIP COMMITMENT FORM

To benefit from all print and broadcast promotion,
please reply by September 22, 2023

Company Information

Company Name:

Contact Name:

Title:

Email:

Phone Number:

Company Address:

City:

State:

Zip:

Social Media Accounts:



Event Sponsorships

2023 Presenting Sponsor
C L U T C H



— Presenting Sponsor —

— \$5,000.00 —

☐

Monster Mash Sponsor

\$2,500.00

☐

Vampire VIP Sponsor

\$1,000.00

☐

Spooky Squad Sponsor

\$ 500.00

☐

Event Donation

\$

Payment Information

☐ Enclosed is a Check For:

☐ Please send invoice. PO Number:

☐ Please Charge my Credit Card: \$

☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover

Credit Card Number:

EXP:

Name on Card:

Signature:

Billing Address if Different from Above:

Please return form to Kelly Huffman, Safety Center | 3909 Bradshaw Road | Sacramento, CA 95827

kelly.huffman@safetycenter.org | 916.438.3355