



WINTER GLOW AT SAFETYVILLE USA DECEMBER 19, 20, & 21

Dear Friend of Safetyville,

The little city will shine brightly this December with the return of Winter Glow. Winter Glow brings community members young and old to Safetyville to experience festive light displays and interact with Safetyville's volunteers and community partners as they share safety messaging and resources to keep people safe over the holiday season.

This admission-free community event will take place over three nights, December 19, 20, and 21. This community event is hosted 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 non-onsite 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 **2,500** event guests over the course of three nights. Event sponsors also receive recognition on social media posts and the Safetyville electronic newsletter.

Please help us light up Safetyville this holiday season by joining us as a sponsor.

Thank you for reviewing the enclosed sponsor packet. Please reply with your sponsorship requests by **12/08/23** to be included in all promotional material. 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,

Mindy Johnston

Executive Director, Safetyville USA



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SPONSORSHIP OPPORTUNITIES

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 and 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 distributed to over 2,700 Sacramento area elementary teachers/administrators and families with school age children
- Winter Glow presented by on Safetyville marquee for one month (November 19 – December 21) (an estimated 30,500 vehicles travel past our marquee daily)
- Prominent positioning of vendor booth in street of choice.
- 10 Family Admission Passes to VIP/Sneak Peak Night*

North Pole Sponsor - \$1,000

Sponsors at this level will receive:

- Sponsor recognition on promotional materials as detailed in benefits for Jingle Bell Sponsor

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- 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
- 2 Family Admission Passes to VIP/Sneak Peak Night*

Jingle Bell Sponsor - \$500

Sponsors at this level will receive:

- Sponsor recognition on promotional materials as detailed in benefits for Reindeer Sponsor

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- Collateral/Goodie Placement in Swag Bag
- Recognition on Safetyville USA website
- 1 Family Admission Pass to VIP/Sneak Peak Night*

Reindeer Sponsor - \$250

Donors at this level will receive:

- Recognition on WinterGlow event webpage
- Complimentary vendor booth each evening of the event - minor decorating will be required based on street placement per event theme
- Recognition in at least one e-mail blast to Safetyville's electronic newsletter subscribers; currently over 2,700 contacts

**VIP/Sneak Peak Night - December 17th 2023 @ 6pm*



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ONSITE SPONSORSHIP OPPORTUNITIES

Hot Cocoa Sponsor - \$750 per night \$2,000 buyout

- Festive/Branded Cups Included
- 3 stations within Safetyville each night
- Company Participation (if desired)

Cider Sponsor - \$750 per night \$2,000 buyout

- Festive/Branded Cups Included
- 3 stations within Safetyville each night
- Company Participation (if desired)

Sweets Sponsor - \$750 per night \$2000 buyout

- 3 stations within Safetyville each night
- Logo branded signage at all locations
- Company Participation (if desired)

Letters to Santa Sponsor - \$1500

- Letter's to Santa Activity & Logo Placement with Santa's Mailbox that will sit out front Safetyville from Dec 11th – Dec 26th for additional letter drop offs.
- Company Participation (if desired)

Holiday Gift Shop Sponsor - \$1500

- Logo branded signage
- Company Participation (if desired)

Holiday Craft Project Sponsor \$500 per night \$1250 buyout

- Logo branded signage
- Company Participation (if desired)

Bounce house Snowball Fight Sponsor - \$500 per night \$1250 buyout

- Logo branded signage
- Company Participation (if desired)

Face Painting Sponsor - \$500 per night \$1250 buyout

- Logo branded signage
- Company Participation (if desired)

SOLD

Cookie Decoration Sponsor - \$500 per night \$1250 buyout

- Logo branded signage
- Company Participation (if desired)

Melted Snowman Sponsor - \$500 (all three nights)

- Bottled Water with Logo Sticker Placement
- Company Participation (if desired)

All above sponsorships will be recognized on Main Event Signage & Applicable Street Activity Signage



ONSITE SPONSORSHIP OPPORTUNITIES

Street Sponsor - \$2,500 (6 Available)

- Company table each night of the event
- Logo Branded Signage - "This street brought to by"
- 5 Family Admission Passes to VIP/Sneak Peak Night*
- Logo on Event Website under Street Activities

Streets Available:

Candy Cane Court



Classic Christmas Drive



Snowman Circle



Gnome Road



Gingerbread Lane



Winter Wonderland Plaza

SOLD



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*VIP/Sneak Peak Night - December 17th 2023 @ 6pm