

Trick or Treat Safetyville



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 festively decorated streets, they will find (not-so) scary, silly, and super surprises around every corner.

Trick or Treat Safetyville will take place on Saturday, October 26, 2024. This year, it will be a daytime event also celebrating the 40th Birthday of our unique miniature city, Safetyville USA.

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 technologies, modern displays, and updated lessons are in the works!

All event sponsors will have the opportunity to host a booth during the event. Typically our sponsors provide candy, and activity, or give out swag to each of the anticipated 1,200 – 1,400 kids. **Please ensure if you are hosting a booth that you have enough supply for the entire event.** This is an excellent opportunity for you to highlight your business to over 2,000 event guests during the day. Event sponsors also receive recognition on social media and the Safetyville electronic newsletter.

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

Thank you for reviewing the enclosed sponsor packet. 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 916.438.3380. I look forward to hearing from you!

Sincerely,

Mindy Johnston
Executive Director, Safetyville USA

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



SPONSORSHIP OPPORTUNITIES

2024 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 (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 4,000 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 at the event
- 👻 Recognition in at least one e-mail blast to Safetyville's electronic newsletter subscribers; currently over 4,000 contacts

Trick or Treat Safetyville



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WHEN: Saturday, October 26, 2024

WHERE: Safetyville USA - 3909 Bradshaw Road, Sacramento

ADMISSION: \$7.50 per person; Children 3 and under FREE

ATTENDANCE: 2,000 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 streets of the little city and see what surprises lurk around every corner. 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
- Three time-blocked sessions featuring a DJ, Magician, Birthday Festivities, Treats, Costume Contests, and more
- Costume parade led by Safety Bill and other familiar mascots

MORE INFORMATION: 916.438.3380 | Mindy.Johnston@safetycenter.org



SPONSORSHIP COMMITMENT FORM

Company Information

Company Name:

Contact Name:

Title:

Email:

Phone Number:

Company Address:

City:

State:

Zip:

Social Media Accounts:



Event Sponsorships

☐

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 Mindy Johnston, Safety Center | 3909 Bradshaw Road | Sacramento, CA 95827

Mindy.Johnston@safetycenter.org | 916.438.3380