



2025 SPRING EVENTS SPONSORSHIP

Dear Friend of Safetyville,

We are excited to invite you to support two fantastic community events this spring - **Pancake Palooza** and **Family Day @Safetyville** - both designed to bring families together and promote safety in our community!



Pancake Palooza will take place on **Saturday, May 17th**, and promises a fun-filled morning featuring a delicious pancake breakfast and a unique opportunity for guests to ride around our one-of-a-kind miniature village, Safetyville USA. This family-friendly event will give attendees a chance to enjoy good food, community spirit, and safety education in a fun and engaging setting.



Family Day @Safetyville will follow on **Saturday, June 21st**, offering a **Safety Resource Fair** where local organizations and experts will provide valuable safety tips, resources, and interactive demonstrations. This event aims to empower families with the knowledge they need to stay safe in every aspect of their lives.

Both events raise vital funds for Safetyville USA, a program of Safety Center, which provides educational opportunities for community members of all ages. Through field trips, outreach, and engaging events, Safetyville ensures that children, parents, and caregivers can learn life-saving lessons in a safe and interactive environment.

As a sponsor, you will have the opportunity to:

- Host a booth at **Pancake Palooza** or **Family Day @Safetyville** to showcase your business to hundreds of community members.
- Have your company name featured on **event signage, social media posts**, and in our **Safetyville electronic newsletter**, reaching a broad audience both before and after the events.

By sponsoring one (or both) of these events, you are supporting Safetyville USA's mission to keep our community safe and healthy while also gaining valuable exposure for your business.

Please review the enclosed sponsor packet for more information on sponsorship levels and benefits. If you have any questions or would like to discuss additional ways to engage with our community, feel free to contact me at 916.366.7233 ext 1239. I look forward to partnering with you to make this spring's events a huge success!

Thank you for your support, and we hope to see you there!

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 MENU

To benefit from all print and media promotion, please reply by April 1, 2025.

WHAT: Safetyville Pancake Palooza
 WHEN: Saturday, May 17, 2025 9 am – 12 pm
 Pancakes served from 9 - 11 am. Village will remain open until 12 pm for biking.
 WHERE: Safetyville USA 3909 Bradshaw Road, Sacramento
 ADMISSION: \$10 admission 3years+

TARGET AUDIENCE: Families in Sacramento and surrounding communities
 EXPECTED ATTENDANCE: 300 guests

SPONSOR LEVELS & BENEFITS	Level 4 SPONSOR \$2,000	Level 3 SPONSOR \$1,000	Level 2 SPONSOR \$500	Level 1 SPONSOR \$250
Breakfast Tickets	12	8	4	2
Social Media Post	1 Promoted Post	1 Post	1 Post	1 Post
Tabling Opportunity at event	Prominent Position	Yes	Yes	Yes
Event Website	Logo w/hyperlink	Logo	Logo	
Inclusion in eBlasts	Logo w/hyperlink	Logo	Logo	
Inclusion in print promotions	Logo	Logo	Text	
Sponsor provided banner displayed at event	Prominently Displayed	Yes		
Reserved Table	2	1		
Inclusion on Event Promotion Banner	Logo			



916.366.7233 ext 1239



SV@safetycenter.org
www.safetycenter.org/events/pancakes/



SPONSORSHIP MENU

To benefit from all print and media promotion, please reply by May 1, 2025.

WHAT: Family Day @Safetyville USA
 WHEN: Saturday, June 21, 2025 10 am – 2 pm
 WHERE: Safetyville USA 3909 Bradshaw Road, Sacramento
 ADMISSION: FREE TO THE PUBLIC

TARGET AUDIENCE: Families in Sacramento and surrounding communities
 EXPECTED ATTENDANCE: 3,000 guests

PURPOSE: Family Day @Safetyville USA is an annual free safety and health event for the whole family - complete with fun activities, valuable information, and resources necessary to protect the safety and health of families in our region. **After being paused since COVID-19, the event is back to bring safety, health, and recreation resources to families throughout the Sacramento region.**

SPONSOR LEVELS & BENEFITS	Level 4 SPONSOR \$2,000	Level 3 SPONSOR \$1,000	Level 2 SPONSOR \$500	Level 1 SPONSOR \$250
Social Media Post	1 Promoted Post	1 Post	1 Post	1 Post
Tabling Opportunity at event	Prominent Position	Yes	Yes	Yes
Event Website	Logo w/hyperlink	Logo	Logo	
Inclusion in eBlasts	Logo w/hyperlink	Logo	Logo	
Inclusion in print promotions	Logo	Logo	Text	
Sponsor provided banner displayed at event	Prominently Displayed	Yes		
Inclusion on Event Promotion Banner	Logo			



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SV@safetycenter.org
www.safetycenter.org/events/family-day/



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2025 SPRING EVENTS SPONSORSHIP COMBO DEALS

To benefit from all print and media promotion, please reply by April 1, 2025.

WHAT: Family Day @Safetyville USA
WHEN: Saturday, June 21, 2025
10 am – 2 pm

EXPECTED
ATTENDANCE: 3,000 guests

WHAT: Safetyville Pancake Palooza
WHEN: Saturday, May 17, 2025
9 am – 12 pm

EXPECTED
ATTENDANCE: 300 guests

SPONSOR LEVELS & BENEFITS	EXCLUSIVE PRESENTING SPONSOR \$5,000	SUPERHERO SPONSOR \$3,500	CHAMPION SPONSOR \$1,500	PARTNER SPONSOR \$750
Pancake Palooza Tickets	18	12	8	4
Social Media Post	2 Promoted Posts + "Presented by:" w/ name in all posts for both events	2 Promoted Posts	2 Posts	2 Posts
Tabling Opportunity at each event	Premier Position	Prominent Position	Yes	Yes
Event Website	Presented by: Logo w/hyperlink	Logo w/hyperlink	Logo	Logo
Inclusion in eBlasts	Presented by: Logo w/hyperlink	Logo w/hyperlink	Logo	Logo
Inclusion in print promotions	Presented by: Logo	Logo	Logo	Text
Sponsor provided banner displayed at events	Premier Position	Prominently Displayed	Yes	
Reserved Table at Pancake Palooza	3	2	1	
Inclusion on Event Promotion Banners	Presented by: Logo	Logo		



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www.safetycenter.org/events/2025



2025 SPRING EVENTS SPONSORSHIP COMMITMENT FORM

Company Information

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

COMBO SPONSOR LEVELS	
+ =	
EXCLUSIVE PRESENTING SPONSOR	\$5,000 <input type="checkbox"/>
SUPERHERO SPONSOR <i>Save \$500!</i>	\$3,500 <input type="checkbox"/>
CHAMPION SPONSOR <i>Save \$500!</i>	\$1,500 <input type="checkbox"/>
PARTNER SPONSOR <i>Save \$250!</i>	\$750 <input type="checkbox"/>

SINGLE EVENT SPONSOR LEVELS		
LEVEL 4 SPONSOR	\$2,000 <input type="checkbox"/>	\$2,000 <input type="checkbox"/>
LEVEL 3 SPONSOR	\$1,000 <input type="checkbox"/>	\$1,000 <input type="checkbox"/>
LEVEL 2 SPONSOR	\$500 <input type="checkbox"/>	\$500 <input type="checkbox"/>
LEVEL 1 SPONSOR	\$250 <input type="checkbox"/>	\$250 <input type="checkbox"/>

Check Enclosed

Invoice. PO Number: _____

Signature: _____

Fill out commitment form and pay via card online:

Or

www.safetycenter.org/sponsor

