

TWICE THE IMPACT

SAFETYVILLE

— EVENT SPONSORSHIP —

OPPORTUNITIES



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

Dear Prospective Sponsor,

We are thrilled to invite you to become a vital partner in our upcoming Family Day and Night in the Little City events. Family Day is Safetyville's family-focused health and safety event that is free for all members of the community. Night in the Little City is a new adults-only fundraising event that blends food, music, and community in a setting unlike anywhere else in Sacramento. These beloved community gatherings celebrate everything that makes our town special—bringing families, neighbors, and local businesses together for unforgettable experiences filled with fun, connection, and community spirit.

By choosing the **Twice the Impact** Sponsorship, your organization will gain unique opportunities for visibility and recognition at both events, reaching a broad and engaged audience. Your support helps us provide high-quality programming, engaging activities for all ages, and a welcoming atmosphere that reflects the warmth and vibrancy of Safetyville USA. If you prefer, you may also support either Family Day or Night in the Little City individually—your contribution to one event is equally valued and will have a meaningful impact on our community.

We would be honored to discuss the sponsorship packages in more detail and explore how your partnership can make a lasting difference. Thank you for considering this opportunity to double your impact and help create cherished memories for our community.

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

NIGHT IN THE LITTLE CITY

— SPONSORSHIP —

OPPORTUNITIES

WHAT: Night in the Little City
 WHEN: Thursday, May 7, 2026 5 pm – 8 pm
 WHERE: Safetyville USA 3909 Bradshaw Road, Sacramento

TARGET AUDIENCE: Adults 21+ Sacramento and surrounding communities
 EXPECTED ATTENDANCE: 300 guests

PURPOSE: Stroll through themed streets inspired by cuisines and cultures from around the world, enjoy curated small bites and desserts, sip your favorite beverages, and take in entertainment and fun activities throughout the evening—all while supporting Safetyville’s life-saving mission.

SPONSOR LEVELS & BENEFITS	PRESENTING SPONSOR \$5,000	STREET SPONSOR \$2,500	EXPERIENCE SPONSOR \$1,500	VIP HIGH-TOP TABLE \$750
Unique Feature	"Night in the Little City Presented by _____" Highest Visibility & Speaking Option	Street Naming Opportunity	Sponsor an Event Experience: • Photo Moment • Stage • Passport	Reserved Branded High-Top Table
Main Event Branding	• Main Entrance Banner • Stage/Music Area Banner • Main Welcome Board	Co-Branded Street Sign	Custom Experience Branding	Name Listed on VIP Welcome Sign
Digital Presence	Logo on Event Website w/Link Logo on Ticket Page	Logo on Event Website	Logo on Event Website	
Email Marketing	• Logo on Final Reminder Email • Logo on Post-Event Thank You Email	• Listed on Final Reminder Email • Listed on Post-Event Thank You Email	Listed on Post-Event Thank You Email	
Social Media	• 3 Dedicated Spotlight Posts • Mention in Thank You Post	• Group Sponsor Post • Mention in Thank You Post	Mention in Thank You Post	
Print Materials	Logo on Passport Cover Logo on Event Map/Program	Logo Inside Passport		
VIP Table Included	Reserved Branded High-Top Table	Reserved Branded High-Top Table		
VIP Tickets Included	6 VIP Tickets	6 VIP Tickets		
Wayfinding / Signage	Directional Wayfinding Signs with Logo	Yard Sign on Sponsored Street		
Stage Recognition	• Verbal Recognition • Speaking Opportunity			



916.366.7233 ext 1239



SV@safetycenter.org
 www.safetycenter.org/sponsor

FAMILY DAY @ SAFETYVILLE USA

— SPONSORSHIP —

OPPORTUNITIES

To benefit from all print and media promotion, please reply by May 8, 2026.

WHAT: Family Day @Safetyville USA
 WHEN: Saturday, June 13, 2026 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: 1,500 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.

Exclusive Mini Makers Sponsor: \$3,000
Includes everything in the Champion Sponsor Level plus:

NEW!

The Kids Mini Market Entrepreneur Sponsorship covers vendor registration fees so young makers can participate at no cost and keep more of what they earn. Kids gain hands-on experience creating products, interacting with customers, and building confidence while learning entrepreneurship in a safe, supportive community environment.

Learn more about Kids Markets at www.kidsmarkets.com/markets/sacramento-2



SCAN ME

SPONSOR LEVELS & BENEFITS	CHAMPION SPONSOR \$2,000	LEADER SPONSOR \$1,000	PARTNER SPONSOR \$500	SUPPORTER SPONSOR \$250
Social Media Post	2 Promoted Posts	2 Post	1 Post	1 Post
Tabling Opportunity at event	Prominent Position	Yes	Yes	Yes
Event Website	Logo w/hyperlink	Logo	Text	
Inclusion in eBlasts	Logo w/hyperlink	Logo	Text	
Inclusion in print promotions	Logo	Logo	Text	
Sponsor Provided Banner Prominently Displayed at Event Entrance	Yes			



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TWICE THE IMPACT

SPONSORSHIP OPPORTUNITIES

To benefit from all print and media promotion, please reply by April 15, 2026.

WHAT: **Night in the Little City**
 WHEN: Thursday, May 7, 2026
 5 pm – 8 pm

EXPECTED
 ATTENDANCE: 300 guests

WHAT: **Family Day @Safetyville USA**
 WHEN: Saturday, June 13, 2026
 10 am – 2 pm

EXPECTED
 ATTENDANCE: 1,500 guests

SPONSOR LEVELS & BENEFITS	EXCLUSIVE			
	PRESENTING SPONSOR \$7,500	SUPERHERO SPONSOR \$4,000	CHAMPION SPONSOR \$2,000	PARTNER SPONSOR \$1,000
Night In The Little City Tickets*	6 VIP Tickets + Reserved Table	6 VIP Tickets + Reserved Table	6 VIP Tickets + Reserved Table	6 VIP Tickets + Reserved Table
Tabling Opportunity at Family Day	Premier Position	Prominent Position	Yes	Yes
Social Media Posts	5 Promoted Posts + "Presented by:" w/ name in all posts for both events	2 Promoted Posts	2 Posts	2 Posts
Event Website	Presented by: Logo w/hyperlink	Logo w/hyperlink	Logo	Text
Inclusion in eBlasts	Presented by: Logo w/hyperlink	Logo w/hyperlink	Logo	Text
Inclusion in print promotions	Presented by: Logo	Logo	Logo	Text
Sponsor provided banner displayed in Safetyville (For entire months of May and June)	Premier Position	Prominently Displayed	Yes	
Inclusion on Event Promotion Banners	Presented by: Logo	Logo		

*Night In The Little City is an adult event. All guests must be 21+



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2026 SPRING EVENTS SPONSORSHIP COMMITMENT FORM

Company Information

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

TWICE THE IMPACT SPONSOR LEVELS	
+ =	
EXCLUSIVE PRESENTING SPONSOR <i>Save \$500!</i>	\$7,500 <input type="checkbox"/>
SUPERHERO SPONSOR <i>Save \$500!</i>	\$4,000 <input type="checkbox"/>
CHAMPION SPONSOR <i>Save \$500!</i>	\$2,000 <input type="checkbox"/>
PARTNER SPONSOR <i>Save \$250!</i>	\$1,000 <input type="checkbox"/>

SINGLE EVENT SPONSOR LEVELS		
EXCLUSIVE LEVEL 4 SPONSOR	\$5,000 <input type="checkbox"/>	\$3,000 <input type="checkbox"/>
LEVEL 3 SPONSOR	\$2,500 <input type="checkbox"/>	\$2,000 <input type="checkbox"/>
LEVEL 2 SPONSOR	\$1,500 <input type="checkbox"/>	\$1,000 <input type="checkbox"/>
LEVEL 1 SPONSOR	\$750 <input type="checkbox"/>	\$500 <input type="checkbox"/>

- Check Enclosed
- Invoice. PO Number: _____

Signature: _____

Fill out commitment form and pay via card online:

On

www.safetycenter.org/sponsor

