



Victorville

2023

SPONSORSHIP OPPORTUNITY GUIDE





UNLOCK THE POWER OF COMMUNITY!

We Need YOU!

Victorville is a vibrant community that is home to 135,000 residents and serves the needs of more than 400,000 people in the broader High Desert area.

Align your business with us and experience the vast benefits of partnering with the City of Victorville!

- **ENHANCE** YOUR Public Relations
- **PROMOTE** YOUR Products and Services
- **REACH** YOUR Targeted Customers
- **REINFORCE** YOUR Commitment To Community



Victorville is a great community to raise a family, run a business, gather with friends, and enjoy life!

Our sense of community comes from strong connections with our neighbors.

That's why the City of Victorville makes it a priority to bring our residents together for a full lineup of fun, family-friendly special events where we can strengthen our bonds and create new memories.

Thanks to the generosity of our community partners, we're able to host these community events for FREE.

We invite you to join with us as an event sponsor to promote your organization or business.

This sponsorship packet details the exciting events we have planned and will help you choose the events that will best match your goals and mission to maximize your exposure to the citizens of Victorville and the broader High Desert.

Your sponsorship will reinforce your commitment to our local community.

Together, we foster resilient kids, strong families, and healthy communities.

Become a part of this success today!

Mayor Debra Jones



Join the Celebration Become a Signature Event Sponsor Today!

The City of Victorville welcomes over 23,000 guests from the High Desert and surrounding communities to experience FREE, family-friendly entertainment, and activities at our four Signature Events: Spring Festival & Egg Hunt, Fall Festival, Veterans Day Parade & Ceremony, and Festival of Lights & Tree Lighting.

The Choice is Yours...

Choose to sponsor one Signature Event, or become a Signature Event Series Sponsor and receive benefits at all four events!

What is a Signature Event Series Sponsor?

Your marketing dollars will go far in 2023 with added brand awareness and logo recognition throughout the year! Signature Event Series Sponsors receive benefits for the following events:

- Spring Festival & Egg Hunt – April 8, 2023
- Fall Festival – October 7, 2023
- Veterans Day Parade & Ceremony – November 11, 2023
- Festival of Lights & Tree Lighting – December 2, 2023

How much does it cost to be a Signature Event Series Sponsor?

Choose any one of 5 available Signature Event Sponsorship Packages:

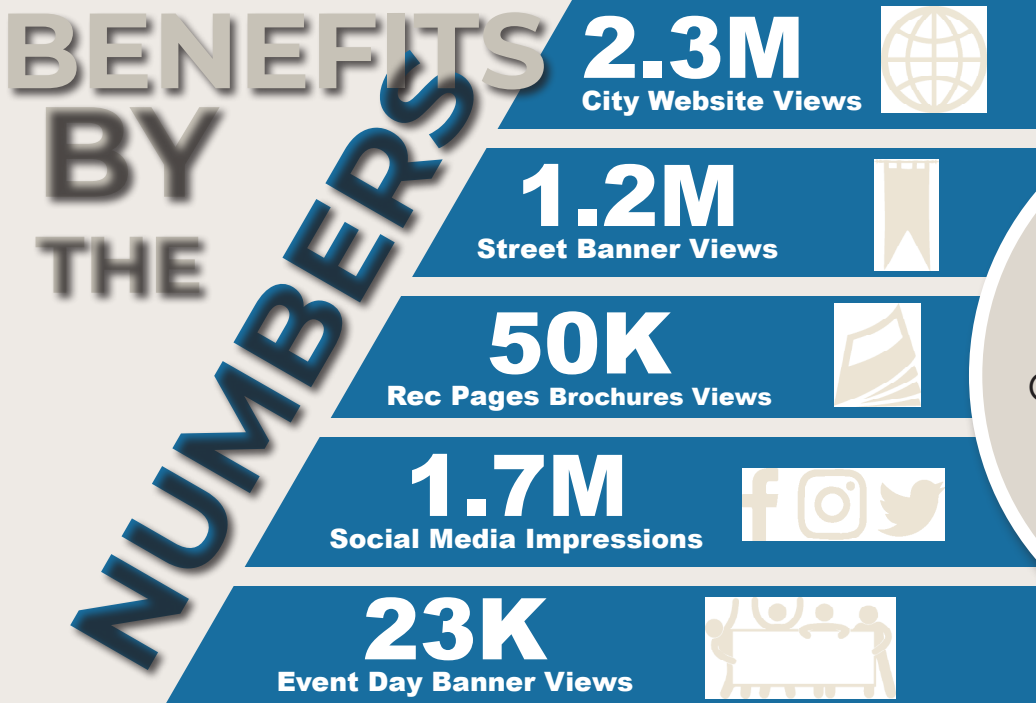
- Sponsorship Levels: Diamond, Platinum, Gold, Silver, and Bronze.
- Price Range: \$2,500 to \$10,000
- Package Benefit Matrix on pages 6 & 7

Interested in Sponsoring a Single Event?

- See page 4-5 for these sponsorship opportunities and benefits.

OPPORTUNITIES AT A GLANCE

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Local Event Sponsorship Demonstrates Your Commitment To Your Community.

SIGNATURE EVENTS

\$250 - \$10,000

Signature Events draw thousands of people from the High Desert and surrounding communities. Choose a Signature Event Package from pages 6 & 7, or sponsor a single event below. Through your generous support, admission, parking, and event attractions are FREE!

Spring Festival & Egg Hunt

Estimated Attendance: 5,000+

Held annually at Hook Park in Victorville on the Saturday before Easter, the Spring Festival & Egg Hunt is a fun-filled day for all ages. This family event includes egg hunts, KidsZone attractions, food & seller's market, music, entertainment, prizes and a visit from Peter Rabbit! **Sponsor benefits include logo recognition in event advertising and much more!**

Community Sponsor - \$1500

- Large logo on City website, with link to your website.
- Large logo on event banner, flier, or poster.
- Choose a Community or Public Works Day Friend Sponsorship from Page 9
- One inscribed Legacy Courtyard memorial brick.

Neighborhood Sponsor - \$500

- Medium logo on City website, with link to your website.
- Medium logo on event banner, flier, or poster.

Friend Sponsor - \$250

- Small logo on City website.
- Small logo on event banner, flier, or poster.

All Sponsor Levels Receive The Following Benefits:

- Name recognition by announcer during event.
- Name recognition in City Digital Newsletter, Victorville Connect and press release.
- Optional 10' x 10' vendor booth. City does not provide power.

**Saturday
April 8, 2023**



Print Material Deadlines Apply

Veterans Day Parade & Ceremony

Estimated Attendance: 1,000+

The annual Veterans Day Parade & Ceremony is hosted by the City of Victorville. Attendees enjoy a wide variety of marching bands, entertainers, military units, and a ceremony honoring our local veterans.

Community Sponsor - \$1500

- Large logo on City website, with link to your website.
- Large logo placement in event program.
- Large logo displayed on Jumbotron during ceremony.
- One inscribed Legacy Courtyard memorial brick.

Neighborhood Sponsor - \$500

- Medium logo on City website, with link to your website.
- Medium logo placement in event program.
- Medium logo displayed on Jumbotron during ceremony.

Friend Sponsor - \$250

- Small logo on City website.
- Small logo in event program.
- Small logo displayed on Jumbotron during ceremony.

All Sponsor Levels Receive The Following Benefits:

- Name recognition in City Digital Newsletter, Victorville Connect, and press release.

Add more value to your investment by selecting a Signature Event Series package! See pages 6 & 7 for more information.

**Saturday
November 11, 2023**



Print Material Deadlines Apply

SIGNATURE EVENTS

\$250 - \$10,000

Bring your brand and organization's story to life by connecting with the people of our community through unique experiences and memories at the City of Victorville's Signature Events!

Fall Festival

Estimated Attendance: 15,000+

The City of Victorville Fall Festival offers a street fair experience designed for family entertainment and community involvement. The event takes place in front of City Hall along Civic Drive, with two stages of entertainment and musical performances; as well as food vendors, merchandise vendors, information booths from education and service organizations, kids activities, and a huge KidsZone!

Community Sponsor - \$1750

- Large logo on City website, with link to your website.
- Large logo on event banner, flier, or poster.
- Choose a Community or Public Works Day Friend Sponsorship from Page 9.
- One inscribed Legacy Courtyard memorial brick.

Neighborhood Sponsor - \$1000

- Medium logo on City website, with link to your website.
- Medium logo on event banner, flier, or poster.

Friend Sponsor - \$500

- Small logo on City website.
- Small logo on event banner, flier, or poster.

All Sponsor Levels Receive The Following Benefits:

- Name recognition by announcer during event.
- Name recognition in City Digital Newsletter, Victorville Connect and press release.
- Optional 10' x 10' vendor booth. City does not provide power.

**Saturday
October 7, 2023**



Print Material Deadlines Apply

Festival of Lights & Tree Lighting

Estimated Attendance: 2,000+

On the first Saturday in December, Victorville City Hall is transformed into a winter wonderland in anticipation of Santa Claus and Mrs. Claus' arrival. Attendees enjoy FREE hot chocolate & cookies, food vendors, craft & gift vendors, holiday crafts for kids, music, and horse-drawn carriage rides.

Community Sponsor - \$1500

- Large logo on City website, with link to your website.
- Large logo on event banner, flier, or poster.
- One inscribed Legacy Courtyard memorial brick.

Neighborhood Sponsor - \$500

- Medium logo on City website, with link to your website.
- Medium logo on event banner, flier, or poster.

Friend Sponsor - \$250

- Small logo on City website.
- Small logo on event banner, flier, or poster.

All Sponsor Levels Receive The Following Benefits:

- Name recognition by announcer during event.
- Name recognition in City Digital Newsletter, Victorville Connect, and press release.
- Optional 10' x 10' vendor booth. City does not provide power.

**Saturday
December 2, 2023**



Print Material Deadlines Apply

SIGNATURE EVENT SERIES

SPONSORSHIP PACKAGES

\$2,500-\$10,000

SPONSORSHIP BENEFITS BY EVENT:

First right of refusal for 2024.

One half-page, color business ad in digital Rec Pages.

One quarter-page, color business ad in one edition of digital Rec Pages.

Business description with logo on City's website, including a link to your business website. (110 words maximum)

Sponsor Bonus Benefit: Choose a Community or Public Works Day Event Friend Sponsorship from page 9.

Spring Festival & Egg Hunt - Sponsor recognition in event radio ads.

Spring Festival & Egg Hunt - Sponsor logo on event print marketing materials.

Spring Festival & Egg Hunt - Optional 10' x 10' vendor booth space - City does not provide power.

Fall Festival - Sponsor recognition in event radio ads.

Fall Festival - Custom company banner with logo displayed on main stage.

Fall Festival - Optional day-of stage recognition - your representative's welcome address.

Fall Festival - Logo listed on a full-page, color Fall Festival ad in City's digital Rec Pages.

Fall Festival - Logo listed on a full-page, color water & sanitation bill Insert - delivered to 35K+ Victorville customers.

Fall Festival - Custom pre-event street sponsor banner - 30" x 96" (# banners-Diamond/Platinum: 4; Gold 3; Silver: 2; Bronze: 1)

Fall Festival - Logo recognition on main stage backdrop banner, print ads, post cards bus shelters, etc.

Fall Festival - Optional 10' x 10' vendor booth space - City does not provide power.

Veterans Day Parade & Ceremony - A plaque recognizing your sponsorship awarded at a City Council meeting.

Veterans Day Parade & Ceremony - A full-page, color ad located on the back cover of event program.

Veterans Day Parade & Ceremony - Sponsor recognition in event radio ads.

Veterans Day Parade & Ceremony - Your company's 15-second video tribute to veterans. (shown during ceremony)

Veterans Day Parade & Ceremony - Optional Parade & Freedom Mile Run Entries.

Veterans Day Parade & Ceremony - Logo displayed on Jumbotron during ceremony.

Veterans Day Parade & Ceremony - Logo recognition in event program.

Festival of Lights & Tree Lighting - Sponsor recognition in event radio ads.

Festival of Lights & Tree Lighting - Sponsor logo on event print marketing materials.

Festival of Lights & Tree Lighting - Optional 10' x 10' vendor booth space - City does not provide power.

Signature Event Series Sponsor Legacy Courtyard inscribed plaque.

Signature Event Series Sponsor Legacy Courtyard inscribed brick.

COMMUNITY EVENTS & PUBLIC WORKS DAY \$250 - \$1950

A wide range of events designed to beautify, educate, and celebrate our City. Each event draws hundreds of people from Victorville and the surrounding High Desert communities.



Community Cleanup Days - \$250 - \$1500 per event

Victorville Community Cleanup Days bring the community together to help clean up and beautify the City. Each April and October, 800 to 1,200 volunteers pitch in to clean up litter from City roadsides. Schools, businesses, churches, community groups, and individuals participate in this beneficial community event.

Event Dates:

- April 22, 2023
- October 21, 2023

Benefits: Logo recognition on event t-shirt. Logo or name recognition on City website and social media platforms. **For a full list of sponsor benefits, see page 9 of this guide. Print material deadlines apply.**



Public Works Day - \$250 - \$1500

It's a day of discovery and exploration for fourth graders from Victor Elementary School District. More than 300 students will attend this year's Public Works Day Event at a City Park to expand their career goals and learn how Public Works contributes to the quality of life in our City.

Event Date:

- April 6, 2023

Benefits: Business ad in Passport Book distributed to teachers and students during Public Works Day. Logo recognition on City website and social media channels.

For a full list of sponsor benefits, see page 9 of this guide. Print material deadlines apply.



Civil Rights Memorial Plaque - Sole Sponsor: \$1950

Each year the City invites 5th/6th grade students in Victorville to submit essays about an American civil rights leader, and to indicate why said leader should be honored with a bronze plaque at the Civil Rights Memorial. The winning essay determines the civil rights leader to be memorialized on the bronze plaque. A portion of the student's essay and your business name will be visible on the memorial plaque for generations to see.

Benefits: Company name engraved on Civil Rights Memorial plaque. Sponsor will be recognized at a City Council meeting, in press releases, social media posts and at plaque unveiling ceremony. Option for business representative comments at the event.

Print Material Deadlines Apply

COMMUNITY EVENTS & PUBLIC WORKS DAY BENEFITS

Added value for Gold & Silver Signature Event Series Sponsor! Select YOUR enhanced **BO NUS BENEFIT** from the Community Events or Public Works Day event listed below- Value \$500.

COMMUNITY CLEANUP DAYS:

Community Sponsor (Limit One) - \$1500 per event

- Premier logo placement on event t-shirt.
- Premier logo placement on City website, with link to your website.
- Premier logo placement in post-event sponsor thank you ad.
- Sole Sponsor logo on volunteer recruitment flier.
- Name recognition in event press release and City Digital Newsletter.
- One inscribed Legacy Courtyard memorial brick.
- **Print Material Deadlines Apply**

Neighborhood Sponsor - \$500 per event

- Large logo on event t-shirt.
- Large logo in post-event sponsor thank you ad.
- Large logo on City website, with link to your website.
- Name recognition in event press release and City Digital Newsletter.
- **Print Material Deadlines Apply**

Friend Sponsor - \$250 per event

- Small logo on event t-shirt.
- Small logo on City website.
- Small logo in post-event sponsor thank you ad.
- Name recognition in event press release and City Digital Newsletter.
- **Print Material Deadlines Apply**

April 22, 2023
October 21, 2023



PUBLIC WORKS DAY:

Community Sponsor (Limit One) - \$1500

- Premier logo placement on City website, with link to your website.
- Sponsor's choice: full-page ad on inside front cover or back page of event Passport Book.
- Sponsor certificate recognition at a City Council meeting.
- Sponsor logo printed on reusable water bottles.
- Logo printed on drawstring backpacks handed out during event.
- One inscribed Legacy Courtyard memorial brick.
- **Print Material Deadlines Apply**

Neighborhood Sponsor - \$500

- Full-page business ad in Public Works Day event Passport Book.
- Logo printed on drawstring backpacks handed out during event.
- Large logo on City website, with link to your website.
- **Print Material Deadlines Apply**

Friend Sponsor - \$250

- Half-page business ad in Public Works Day event Passport Book.
- Logo printed on drawstring backpacks handed out during event.
- Small logo on City website.
- **Print Material Deadlines Apply**

April 6, 2023



CONCERTS IN THE PARK

\$500 - \$5000

A positive, fun environment to reach an audience of all ages, professions, and strengthen relationships. This FREE, family oriented event includes performances from Victorville Sings contestants, KidsZone, food vendors, and more!



Estimated Attendance: 800+ per event

June 16 Country
The Silverados

June 23 90's Hits
Hit Me 90's

July 7 Latin
Grupo Suavemente

July 14 Classic Rock
Born On The Bayou

Our sponsors play a critical role in our community.

*****Onsite booth space EXCLUSIVE to Sponsors, City Departments, and Food Vendors*****

Presenting Sponsor - \$5000

Sole Sponsor

Benefits: 2024 - First right of refusal.

- Sponsor recognition in event radio ads.
- Presenting Sponsor stage banner with logo.
- One half-page color ad in City's RecPages.
- Logo listed on a full-page color sanitation bill insert.
- Custom stage banner with logo.
- Grand Finale stage recognition by City Officials and B.E.A.R.S.
- Premier logo placement on City website with link to your website.
- Post- event thank you ad.
- One inscribed Legacy Courtyard memorial brick.

Neighborhood Sponsor - \$1000

Benefits:

- Medium logo on City website, with link to your website.
- Medium logo on event banner, flier, or poster.
- One inscribed Legacy Courtyard memorial brick.

Friend Sponsor - \$500

Benefits:

- Small logo on City website, with link to your website.
- Small logo on event banner, flier, or poster.

Community Sponsor - \$1750

Limit 3 - Industry Exclusive

Benefits:

- Your representative closing address and one of three Victorville Sings Finalist announcements.
- Large logo on City website, with link to your website.
- Large logo on event banner, flier, or poster.
- Choose a Community or Public Works Day Friend Sponsorship from Page 9.
- One inscribed Legacy Courtyard memorial brick.

All Sponsors Receive

- Name recognition by announcer during event.
- Name recognition in City Digital Newsletter, Victorville Connect and press release.
- Optional 10' x 10' vendor booth. City does not provide power.

CUSTOM UNDERWRITING OPPORTUNITIES

Each year, dozens of businesses contribute to the City of Victorville's festivities. We truly could not offer these events that boost the quality of life for our residents without their support.

DESIGN YOUR SPONSORSHIP PACKAGE TODAY!

The City of Victorville offers many opportunities to sponsor events. Whether it's underwriting a main event attraction or providing lunch for hundreds of community volunteers, we will work with you to develop a custom sponsorship package to meet your marketing goals.

Unlock the Power of Community with unlimited possibilities to maximize your marketing dollars.

Special Events Underwriting Opportunities

- KidsZone
- Carriage Ride
- Kids Craft Zone
- Easter Bunny Photo
- Egg Hunt
- Holiday Cookies
- Hot Cocoa/Coffee
- Band/Stage
- Beer Garden
- Freedom Run
- Staff/Volunteer Meals
- Volunteer T-Shirts

Recreation Program Underwriting Opportunities

- Pre School Programs
- T.A.G. (Teen Activity Group)
- Kid's Club (Summer & Winter Day Camp)

Underwritten areas are on a first come, first serve basis. Print Material Deadlines Apply.



Thank YOU Sponsors!

Their generous support during our 2022 calendar year was a key part of bringing fun, family oriented FREE events to our community.

Visit them today at VictorvilleCA.gov/Sponsor, and tell them we sent you!

Complete your Sponsor Commitment Form online at VictorvilleCA.gov/Sponsor

City of Victorville Community Services • (760) 955-3306 • VVSpecialEvents@VictorvilleCA.gov