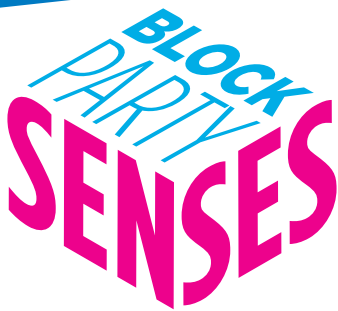


BUSINESS SPONSORSHIP PROGRAM

The City of Santa Clarita Business Sponsorship program provides an innovative and integrated marketing solution for businesses, centered on high impact City event facilities and programs.

Sponsorship packages are specifically tailored to each business and personally managed by an Economic Development professional. Benefits are crafted around the needs and goals of each business, making each partnership unique.

Sponsorship packages are available year-round and include dynamic marketing opportunities at a variety of sports, cultural and lifestyle events and even facility naming rights.



Every third Thursday,
March through October

SENSES Block Party

Attendance: 15,000+

The wildly popular SENSES Block Party brings live music, food trucks, themed activities and adult beverages to Main Street every third Thursday from March through October. Attendees can grab a drink from the on-street bar, dance the night away to high energy performers and order a bite from the food trucks or local restaurants. Don't miss this fun and festive adult setting right here in Santa Clarita.

OldTownNewhall.com/senses-block-party




PRESENTED BY:
 CALIFORNIA
RESOURCES CORPORATION

April 18-19, 2020

Santa Clarita Cowboy Festival

Attendance: 10,000+

Hosted annually in historic Old Town Newhall, the Cowboy Festival takes you back in time to Santa Clarita's rich Western heritage. The festival features world-renowned musical artists, tantalizing Western cuisine and entertaining cultural performances. Business sponsors will enjoy dynamic sponsorship exposure during the two-day festival, an opportunity to entertain clients or friends at the VIP Cantina and much more!

CowboyFestival.org




November 21, 2020

Light Up Main Street

Attendance: 10,000+

What better way to usher in the start of the holiday season than with FREE and FUN family activities, including 10,000 pounds of real snow, pictures with Santa, face painters, a stilt walker, a caricature artist and so much more? The City of Santa Clarita's historic Main Street in Old Town Newhall transforms into a winter wonderland, adorned with thousands of lights, a 23-foot Christmas tree and live music.

OldTownNewhall.com/events/light-up-main





8 Consecutive Saturdays
July 11 - August 29, 2020

Concerts in the Park

Attendance: 45,000+

Concerts in the Park, presented by Logix Federal Credit Union, is the City of Santa Clarita's FREE summer concert series and most highly-attended events. Business sponsors enjoy high-impact marketing exposure, exhibitor space and access to the VIP Sponsor Lounge.

santa-clarita.com/Concerts



Presented by:



November 6-8, 2020

Santa Clarita Marathon

Attendance: 10,000+

The Santa Clarita Marathon, presented by Parkway Motorcars, is an official qualifier for the Boston Marathon. Marathon weekend offers a race for every level of experience and fitness, including a Full Marathon, Half Marathon, 10K run, 5K run, Mayor's Walk and Final Mile Challenge. This exciting three-day event kicks off Friday evening with the Health and Fitness Expo, presented by Boston Scientific, featuring interactive exhibits, product trials and exclusive deals. Business sponsors will enjoy premium activation spaces, impressive finish-line signage, social media engagement and lots more!

SCMarathon.org



Aquatic Center and Skate Park Naming Rights

Annual Attendance: 500,000+

The City of Santa Clarita boasts amazing aquatics and skate park facilities. The Santa Clarita Aquatic Center is a three-acre campus containing a 50-meter competition pool, 25-meter dive pool and an activity pool complete with water play equipment and a 160-foot water slide. The Santa Clarita Skate Park offers 40,000 square feet of skating area and some of the best "skatable" park features in Southern California! New opportunities exist for business sponsors, including facility naming rights, highly-visible signage and enhanced electronic scoreboards.

santa-clarita.com/Aquatics | SCSkatePark.com



Additional Business Sponsorship Opportunities:

A) Additional Events:

- The Walk of Western Stars unveiling reception, April, 2020
- Earth Arbor Day April, 2020
- Summer Bash June, 2020
- River Rally September, 2020

B) Recreation & Sports:

- Venue Naming Rights - Central Park, Skate Park, Aquatic Center, softball fields, etc.
- Adults Sports Softball - Spring, summer and fall leagues
- Youth Sports Program - T-ball/softball, flag football, winter basketball, volleyball, etc.

C) Community Programs:

- Drug Free Youth in Santa Clarita Valley (DFY in SCV) - School drug prevention program in all Santa Clarita Jr. High and High Schools
- S.C.O.R.E. Program - Providing youth sports and recreation scholarships



For more information, contact:
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